

**LAST REVIEW: 2010-2011    NEXT REVIEW: 2015-2016**

**STATUS: A**

**COURSE TITLE: Introduction to Graphic Design**

**COMMON COURSE NUMBER: GRA 2190C**

**CREDIT HOURS: 3**

**CONTACT HOUR BREAKDOWN**

*(per 16 week term)*

**CLOCK HOURS:**

*(Voc. Course ONLY)*

**Lecture: 32**

**Lab: 64**

**Clinic:**

**Other:**

**PREREQUISITE(S): ART 1201C, ART1300C**

**COREQUISITE(S): None**

**PRE/COREQUISITE(S):**

**COURSE DESCRIPTION** *(750 characters, maximum)* **This course is an introduction to the theory, practice, materials, techniques, and production methods used in the graphic arts, pointing out how various layout techniques lead to a printed piece. Intended for art majors who wish to pursue a BFA degree in graphic design or want to seek entry level employment.**

General Education Requirements – Associate of Arts Degree (AA), meets Area(s):

General Education Requirements – Associate in Science Degree (AS), meets Area(s):

General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s):

## **UNIT TITLES**

- 1. Design Principles - Fundamentals**
- 2. The Design Process – Creative Problem-Solving**
- 3. Layout Skills**
- 4. Graphic Arts Production and Terminology**
- 5. Understanding and Using Typography**
- 6. Computer Use in the Graphic Arts Industry**
- 7. Critiques and Assessments**

**EVALUATION:**

Please provide a brief description (250 characters maximum) that details how students will be evaluated on the course outcomes.

**Upon successful completion of this course, the students should be able to apply the fundamental principles of good design, professionally, and creatively; solve design problems by initiation, developing, and designing commercially applicable projects in a graphic design manner; understand and become adept at using the language of graphic design and production to communicate design concepts and production requirements; analyze and evaluate the aesthetics, content and design of their own as well as fellow students; work; utilize typographic elements in layouts which accomplishes both design and communication objectives while demonstrating creative solutions to design problems; demonstrate a working competence using the traditional tools of the graphic arts industry; and demonstrate a working competence with industry specific application software.**

## **UNITS**

### **Unit 1 Design Principles - Fundamentals**

#### **General Outcome:**

- 1.0 The student shall develop a working understanding of fundamental design principles**

#### **Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 1.1 Understand and apply fundamental design principles, such as visual and intellectual unity, visual dynamics, balance, and gestalt principles (similarity, proximity, continuation, closure, and figure/ground)**
- 1.2 Explain how historical conventions have affected graphic design solutions**
- 1.3 Describe how cultural/societal influences have affected graphic design and how to incorporate examples of them into successful design solutions**
- 1.4 Determine the appropriateness of particular designs intended for a specific client/audience**
- 1.5 Recognize the importance of communication to the field of graphic design and arrange elements of design into the proper hierarchy of information in order to achieve communication goals**
- 1.6 Explain the importance of an organizational grid and construct one suitable for achieving unity in a layout**

**Common Course Number: ART 2190C**

**Unit 2 The Design Process – Creative Problem Solving**

**General Outcome:**

**2.0 The student shall enhance their understanding and application of the creative process.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

**2.1 Complete and use research as a tool to develop creative solutions to design problems**

**2.2 Develop ideation skills and habits to enhance the evolution of a concept**

**2.3 Magnify creative thinking abilities and explore the use of creative teams in the field**

**2.4 Apply the importance of understanding the purpose of a design and its market relevance**

**2.5 Express content appropriate to the client's needs**

**2.6 Apply an understanding of how personal, historical, and cultural context influences a design**

**2.7 Begin to synthesize a personal style into each design**

**Unit 3 Layout Skills**

**General Outcome:**

**3.0 The student shall improve layout skills.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

**3.1 Use appropriate layout principles and practices on the computer**

**3.2 Explain the theory and applications of various layouts requirements**

**3.3 Develop improved skills at visual differentiation**

**3.4 Develop improved hand/eye coordination skills**

**3.5 Coordinate the various uses of type in a layout**

**3.6 Use white space as a design element**

**Common Course Number: ART 2190C**

**Unit 4 Graphic Arts Production and Terminology**

**General Outcome:**

**4.0 The student shall demonstrate their competency in print production.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

**4.1 Identify historical printing methods**

**4.2 Explain modern printing processes**

**4.3 Apply necessary photomechanical understanding to produce successful designs**

**4.4 Employ required pre-press production methods to produce successful designs**

**4.5 Utilize post-press production knowledge to ensure successful completion of jobs**

**Common Course Number: ART 2190C**

**Unit 5 Understanding and Using Typography**

**General Outcome:**

**5.0 The student shall utilize typography in design.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

**5.1 Identify terminology relevant to typography**

**5.2 Analyze the conventional use of type in graphic design**

**5.3 Describe and apply the principles of quality typographic design to exercises and projects**

**5.4 Develop creative solutions to typographic problems**

**Common Course Number: ART 2190C**

**Unit 6 Computer Use in the Graphic Arts Industry**

**General Outcome:**

**6.0 The student shall utilize computers in design.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

**6.1 Demonstrate proficiency in the use of hardware used in graphic design**

**6.2 Demonstrate proficiency in the use of software used in graphic design including photo editing program (i.e. Photoshop), drawing program (i.e. Illustrator), and page layout program (i.e. Quark or InDesign)**

**6.3 Create designs directly on the desktop**

**6.4 Build a professionally designed document on the desktop, accurately and quickly**

**6.5 Incorporate digital pre-press production to ensure quality output**

**Unit 7 Critiques and Assessments**

**General Outcome:**

**7.0 The student shall evaluate the work of the past, their own efforts, the work of their peers and professional works.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

**7.1 Develop a vocabulary of art terminology and concepts that allow students to critique graphic design**

**7.2 Provide awareness of criteria that will allow them to identify, evaluate and incorporate significant works for master designers of the past into their own repertoire**

**7.3 Participate in viewing of professional works**