

LAST REVIEW: 2008-09 **NEXT REVIEW: 2014-2015**
(i.e. 2003-2004) *(i.e. 2008-2009)*

STATUS: A
(A, I, D)

COURSE TITLE: Graphic Design II

COMMON COURSE NUMBER: GRA2191C

CREDIT HOURS: 4

CONTACT HOUR BREAKDOWN

CLOCK HOURS:
(Voc. Course ONLY)

Lecture: **32**

Lab: **64**

Clinic:

Other:

PREREQUISITE(S): GRA2190C

COREQUISITE(S): None

PRE/COREQUISITE(S):

COURSE DESCRIPTION *(750 characters, maximum)* **Communication and creativity theory for graphic designers, featuring preparation of art for reproduction using the computer as a graphic design problem-solving tool, combining text, image and digital design. 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. Communication theory as applied to Graphic Design**
- 2. Advancement of design principles**
- 3. Creative process and concept development in Graphic Design**
- 4. Creative, contemporary typography**
- 5. Computer knowledge and skills development**
- 6. Production of a multi-Page document**
- 7. Portfolio development**
- 8. Critique and Assessment**

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 integrate quality design principles into a variety of increasingly complex design problems; acquire a familiarity with content and context as it affects styles of design, personally, historically, and culturally; develop and demonstrate a basic understanding of Quark Xpress; evaluate their own, as well as fellow students' work using the language of graphic design; understand the requirements of and be able to produce a professional level of comprehensive of a multi-page document; and organize files and "collect for output" all components of a multi-page document in proper formats ready for production. These learning goals are assessed through quizzes, critiques, one-on-one discussions, assignments and projects.

Common Course Number: ART2191C

Unit 2 Advancement of Design Principles

General Outcome:

- 1.0 The student shall advance their ability to use more sophisticated design principles**

Specific Measurable Learning Outcomes:

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

- 2.1 Explain how Graphic Design has been influenced by the art historical context in which it was created**
- 2.2 Recognize how Graphic Design has been influenced by culture and society and how these influences can be used in design**
- 2.3 Interpret and digest contemporary trends in Graphic Design, and to modify them for use, including gestalt principles, metaphorical thinking, and resonance**

Common Course Number: ART2191C

Unit 3 Creative Process and Concept Development in Graphic Design

General Outcome:

2.0 The student shall better understand creative process and concept development

Specific Measurable Learning Outcomes:

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

- 3.1 Apply an understanding of the creative process and creative thinking techniques to design problems utilizing problem definition and information gathering (idea finding, solution finding, implementation, linear vs. lateral thinking, brainstorming, notation, and incubation)**
- 3.2 Analyze purpose and scope of a design problem**
- 3.3 Assess the appropriate target market for a client's needs**
- 3.4 Select justifiable solutions to design problems**
- 3.5 Evaluate and defend concepts developed for designs**

Common Course Number: GRA2191C

Unit 4 Creative, Contemporary Typography

General Outcome:

3.0 The student shall become current in their application of creative typography

Specific Measurable Learning Outcomes:

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

- 4.1 Conduct in-depth analysis of letterforms**
- 4.2 Chronicle contemporary trends in typographic design**
- 4.3 Devise creative, innovative solutions to typographic problems**

Common Course Number: GRA2191C

Unit 5 Computer Knowledge and Skills Development

General Outcome:

- 4.0 The student shall develop further computer knowledge and skills**

Specific Measurable Learning Outcomes:

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

- 5.1 Develop a basic understanding and application of a page layout program**
- 5.2 Design and build documents on the desktop**
- 5.3 Develop proficiency at handling imported images and text and navigating properly**
- 5.4 Maximize shortcuts on the desktop**
- 5.5 Use “collection for output” to complete a project**

Common Course Number: GRA2191C

Unit 6 Production of a Multi-page Document

General Outcome:

5.0 The student shall build a complex document on the desktop ready for production

Specific Measurable Learning Outcomes:

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

- 6.1 Select and apply proper document requirements for a multi-page document**
- 6.2 Select and apply proper production requirements for a multi-page document**
- 6.3 Incorporate traditional layout knowledge and skills while designing on the desktop**
- 6.4 Properly “collect for output” all relevant items needed for production**

Common Course Number: GRA2191C

Unit 7 Portfolio Development

General Outcome:

- 6.0 The student shall develop a portfolio and related materials for transfer or employment**

Specific Measurable Learning Outcomes:

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

- 7.1 Complete a professional quality resume for use with portfolio**
- 7.2 Select and make ready for presentation approximately fifteen (15) works for portfolio**
- 7.3 Write an artist's statement**
- 7.4 Write a critical analysis of one work from the portfolio using the language of Graphic Design and communication theory**

Common Course Number: GRA2190C

Unit 8 Critique and Assessment

General Outcome:

8.0 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:

- 8.1 Develop a vocabulary of art terminology and concepts that allow students to critique graphic design**
- 8.2 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**
- 8.3 Participate in viewing of professional works**