Course Syllabus

Department: Visual and Performing Arts

Date: February 11, 2013

I. Course Prefix and Number: ART 215

Course Name: Graphic Design I

Credit Hours and Contact Hours: 3 credit hours and 4 contact hours

Catalog Description including pre- and co-requisites:
The student will have an intensive introduction to the technical and aesthetic aspects of
communication relative to graphic design. This will include typography, design application,
communication language, comprehensive layout, technical considerations, research and
development of ideas. The subject matter will be presented based on current industry
standards. Prerequisite: ART 105 or permission of instructor.

Relationship to Academic Programs and Curriculum:
This course provides a basic, practical experience in the development of visual imagery for
use in the graphic design environment. This course develops the designer both technically and
aesthetically. Students refine skills as applied to; layout, typography and the generation and
manipulation of imagery.

II. Course Student Learning Outcomes:

Upon completion of the course the participant will be able to:
1. Appraise intellectual and visual unity
2. Recognize and apply fundamental design concepts.
3. Develop and refine problem solving skills as they relate to typography, text
   / image relationships and formal presentation.
4. Create, edit and adapt imagery for use in publications.
5. Develop a target audience and address; social, physical and ethical
   requirements to best suit that demographic.
6. Evaluate the vast number of resources available for effective
   communication.
7. Combine awareness and competence in the techniques necessary for
   successful publication.

College Learning Outcomes Addressed by the Course:

☐ writing x ethics/values
x oral communications ☐ citizenship
☐ reading ☐ global concerns
x mathematics x information resources
x critical thinking x computer literacy
III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

| Oral Communications                                                                 | Assessed through the participation of students in:  
|                                                                                   | • formal/informal critiques.  
|                                                                                   | • Sketching and pitching of ideas  
|                                                                                   | Also, through observation and discussion during studio time. |
| Evaluate the vast number of resources available for effective communication.       |                                                                 |

| Mathematics                                                                           | Assessed through review of technical files and review of finished mounted work.  
|                                                                                       | Measured by reviewing the technical files submitted for assignments and by observation of working practices during studio time. |
| Develop and refine problem solving skills as they relate to typography, text image relationships and formal presentation. |                                                                 |
| Create, edit and adapt imagery for use in publications.                               |                                                                 |

| Critical Thinking                                                                     | Assessed through the participation of students in formal/informal critiques.  
|                                                                                       | Also, measured through the review of projects. The instructor will provide the participant with written and/or verbal feedback. |
| Appraise intellectual and visual unity                                                |                                                                 |
| Recognize and apply fundamental design concepts.                                      |                                                                 |
| Develop a target audience and address; social, physical and ethical requirements to best suit that demographic. |                                                                 |

| Computer Literacy                                                                     | Measured by reviewing the technical files submitted for assignments and by observation of working practices during studio time. |
| Evaluate the vast number of resources available for effective communication.           |                                                                 |
| Combine awareness and competence in the techniques necessary for successful publication. |                                                                 |
| Create, edit and adapt imagery for use in publications.                               |                                                                 |
**Information Resources**

*Exhibit awareness and competence in the technology and its appropriate delivery.*

*Evaluate the vast number of resources available for effective communication.*

Measured by reviewing the technical files submitted for assignments and by observation of working practices during studio time.

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**Ethics and Values**

*Develop and apply a target audience to a project and address social, physical and ethical requirements to best suit that demographic.*

Assessed through the participation of students in formal/informal critiques.

Also, measured through the review of projects. The instructor will provide the participant with written and/or verbal feedback.

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**IV. Instructional Materials and Methods**

**Types of Course Materials:**

Textbooks, because course content is time sensitive, materials are often downloaded or observed through subscription over the Internet.

**Methods of Instruction (e.g. Lecture, Lab, Seminar ...):**

Lectures, demonstrations, working studio sessions, critiques (group and individual) and student projects

**V. General Outline of Topics Covered:**

**I. Design principles/ Client Profile Study**

Mac Operating Systems

Vector design

Creating images which are appropriate for a client

Creating sets of images

Typography for direct mail
Production: file considerations, printing and mounting

II. Color / Label Design
Developing a target audience
Developing a label
Color considerations – spot color vs 4 color
Grid structure
Typography
Image development: Bitmap vs. Vector
Production: file considerations, printing and mounting

III. iPad Research Project
Researching assigned questions and or topics using the ipad
Answering of questions to parallel class discussions
Creating a visual report on a topic which pertains to the Graphic Design Field

IV. Color, type and image: Event Promotion
Developing a target audience
Working with and creating monotone/duotone/4color images
Color considerations in spot color
Advertising for print or online
Grid structure
Typography for posters and like promotions
Production: file considerations, printing and mounting