Course Syllabus

Department: Visual and Performing Arts

Date: February 11, 2013

I. Course Prefix and Number: ART 216

   Course Name: Graphic Design II

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

   Catalog Description including pre- and co-requisites:
The student will be given practical graphic problems to solve using established design principles as well as current pre-press production techniques. The student will be developing an expressive awareness from a graphic viewpoint. Students will learn the process and skill of presentation, and in so doing, build a personal graphics portfolio for entry into the job market or the next level of education. Prerequisite: ART 215.

   Relationship to Academic Programs and Curriculum: Graphic Design II continues preparing the student with enhanced understanding of professional graphic design process and methods. This preparation serves as a broader foundation for further study or entry into the job market.

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 grid structures.
   3. Demonstrate knowledge of the importance of photography and illustration as communication tools.
   4. Demonstrate knowledge of contemporary designers, historic design movements and the effect of popular culture on design
   5. Demonstrate skill in design and production techniques.
   6. Present a portfolio that visually illustrates the strengths of the student and defend it with an understanding of design and the vernacular that is used by a professional in the field.

College Learning Outcomes Addressed by the Course:

☐ writing  x ethics/values

x oral communications  ☐ citizenship
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.

<table>
<thead>
<tr>
<th><strong>Oral Communications</strong></th>
<th>Assessed through the participation of students in:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• formal/informal critiques.</td>
</tr>
<tr>
<td></td>
<td>• Sketching and pitching of ideas</td>
</tr>
<tr>
<td></td>
<td>Also, through observation and discussion during studio time.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mathematics</th>
<th>Assessed through review of technical files and review of finished mounted work.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Critical Thinking</th>
<th>Assessed through the participation of students in formal/informal critiques.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Also, measured through the review of projects. The instructor will provide the participant with written and/or verbal feedback.</td>
</tr>
</tbody>
</table>
### Computer Literacy
*Enhance awareness of the vast number of resources available for effective communication.*

*Demonstrate skill in design and production techniques.*

*Present a portfolio that visually illustrates the strengths of the student and defend it with an understanding of design and the vernacular that is used by a professional in the field.*

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

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

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

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

### Ethics and Values
*Demonstrate knowledge of contemporary designers, historic design movements and the effect of popular culture on design*  

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

---

### 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/or 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 considerations for 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