

I. CATALOG DESCRIPTION

Department Information

Division: Humanities

Department: Art

Course ID: ART 145

Course Title: Graphic Design

Units: 3

Lecture: 2

Laboratory: 3

Prerequisite: None

- A. CATALOG DESCRIPTION:** Focus on the technical skills necessary to enter the graphic design field and the impact of artwork on different audiences. Including the development of a personal style, increased facility with graphic software and analysis of content for a client's strategies and goals. Through reading and discussion students will learn how to analyze, design, discuss and present work in a professional manner.
- B. SCHEDULE DESCRIPTION:** Focus on the concepts and technical skills necessary to enter the graphic design field. The creative process as it applies to the communications industry, and the development of skills for producing print ready art is included

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: one

III. EXPECTED OUTCOMES FOR STUDENTS:

Upon successful completion of the course, the student will be able to:

- A. Identify and use the basic elements of design to construct a visually informative design.
- B. Identify and use design elements in a hierarchical structure so that the intended messages are delivered logically and comprehensively.
- C. Define the intended audience.
- D. Identify the appropriate software applications to use for producing a graphic product.
- E. Identify and use the proper font to convey an intended message.
- F. Identify and process images using scanners and appropriate software.
- G. Comprehend the historical context of images, type, color and other visual elements.
- H. Develop criteria for determining the client's desires.
- I. Describe how branding develops a firm's identity.
- J. Examine the development and function of identity symbols.
- K. Analyze software for specific use.
- L. Develop communications skills to interface with clients.
- M. Develop presentation portfolios.
- N. Develop a resume.

IV. CONTENT

- A. Design Basics
 - 1. Formatting
 - 2. Balancing creative and practical considerations.
- B. Elements
 - 1. Line
 - 2. Type
 - 3. Shape
 - 4. Texture
- C. Structure
 - 1. Balance
 - 2. Contrast
 - 3. Unity
 - 4. Value
 - 5. Color

- D. The design process
 - 1. Beginning the process
 - a. Identifying the audience
 - b. Determining the appropriate visual structure
 - 2. Selecting the appropriate software
 - a. Identifying the final printing method before you begin
 - b. Identify the applications to be used for the final layout
 - c. Determining how to processes the element s used in the layout
 - 3. Communication elements
 - a. Selecting the right typeface
 - b. Evaluating and processing photographic images
 - c. Determining the hierarchy of element to produce the desired message
- E. Strategies
 - 1. Defining the client's target audience - client's desires
 - 2. Branding
 - a. Types of identity symbols
 - b. Creating organizational identity
 - 3. Goals
 - a. Determining the client's message
 - b. Choosing visual elements - function of identity symbol
- F. Development of a personal style
 - 1. Visualization
 - 2. Subjective values
 - 3. Taste, restraint and control
- G. Objective controls
 - 1. Software choices
 - 2 Color, shape and execution choices
- E. Historical overview
 - 1. Transition in Design
 - 2. The influence of the technical process and artistic styles
- H. Using historical style to produce a mood and atmosphere
 - 1. Art Deco
 - 2. Bauhaus
 - 3. Art Nouveau
 - 4 Techno
 - 5. Punk
- F. Development of creative skills
 - 1 Using software
 - a. Functional information for software applications
 - b. Determining what needs to be accomplished
 - c. Determining which application to use to solve a problem
 - 2. Methods testing project to determine whether the work meets the client's stipulations
- G. Presentation skills
 - 1. Creating a portfolio
 - a. on paper
 - b. on CD-ROM
 - 2. Creating a resume

V. METHODS OF INSTRUCTION

- A. Computer demonstrations
- B. Individual assistance
- C. Lectures
- D Reading and writing assignments
- E. Supervised projects

VI. TYPICAL ASSIGNMENTS:

Two examples of individual assisted, supervised projects.

- A. Business Mailer
 1. A two- sided event flyer
 2. Client's information will be supplied
 3. Layout to be executed in InDesign software
 4. Size: Letter, 8 1/2 x 11 with one vertical fold
 5. Full panel inside: the event specifications
 6. Half panel outside: return address and mailing space
 7. Half panel outside: Announcing the event
- B. Stationary Package
 1. Three items
(Company name, address and function will be supplied)
 2. One logo design in one color
 3. Logo and one color and be used in all three items
 - a. Letterhead: size, 8 1/2 x 11
 - b. Business card: size, 3 1/2 x 2
 - c. Envelope: Size #10

VII. EVALUATION:

- A. Methods of evaluation
 1. Objective evaluation:
 - a. Research paper
Typical topics: A critique of a current design studio, individual designer
Information sources will be supplied
 - b. Quizzes: Typical questions:
 - i. How would a script font affect the message to a viewer when used in an advertisement?
 - ii. How will texture increase the viewer's interest in an advertisement?
 2. Subjective evaluation:
Projects
Projects will be accompanied by creative material such as images, drawings and rough layouts used to complete the project.
Projects will be evaluated on the following criteria.
 - a. Originality of the concept
 - b. The clarity of the organization
 - d. Steps executed to complete the project
 - e. Success in achieving the original idea
 - f. Complexity of the work attempted
- B. Frequency of evaluation
 1. 3 quizzes
 2. Completion of one research paper
 3. Completion of 7 projects

VIII. TYPICAL TEXT(s)

- A. John Bowers Introduction to Two-Dimensional Design: Understanding Form and Function
CA: John Wiley & Sons, 1999
- B. Robin Landau, Graphic Design Solutions, 2nd edition, OH: Dolman Publishing, 2000,
- C. Luanne Seymour Cohen Design Essentials, 3rd Ed, CA: PeachPit Press, 1999
Santee Cohen, InDesign for Macintosh and Windows, CA: PeachPit Press 2000
Catharine Fishel, Redesigning Identity : Graphic Design Strategies for Success,
CN: Rockport Publishers, 2000

IX. OTHER SUPPLIES REQUIRED OF STUDENTS: one Zip disk.