This course is an introduction to the basic visual vocabulary used by visual artists and designers. Using Macintosh computers and software programs such as Illustrator, PhotoShop and Painter, students will explore the use of the computer as a design tool. Students will explore the concepts of line, mass, texture, color, light, harmony, composition, perspective, pattern, and illusion to develop an awareness of elements used to indicate form. Hue, value and saturation will be explored as an introduction to color theory. Students will learn ways to observe details in the environment around them and are encouraged to create meaningful art utilizing the visual elements of design.
Graphic Design and Production Option (Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Gain an understanding of computer technology vital to designers
2. Explore classic principles of design, and will gain knowledge in how these principles apply to graphic design and a multimedia environment
3. Learn to recognize design elements in the visual arts and in the environment
4. Understand how to render objects using the computer
5. Complete a series of design problems that explore composition, line, mass, abstraction, and texture
6. Study color theory as an integrated part of each design problem
7. Become familiar with the vocabulary of art and design
8. Develop image processing skills with Illustrator, PhotoShop, and Painter

COURSE OBJECTIVES:

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6. become familiar with the vocabulary of art and design.
7. learn to recognize design elements in the visual arts and in the environment.
8. develop image processing skills with Illustrator, PhotoShop, and Painter.

COURSE CONTENT:

LECTURE CONTENT:

A series of design problems will be completed that develop an understanding of the following concepts. Each design problem will also include color theory. Sequence of problems will allow for a progression of skill development from basic to more complex.

A. Introduction to the software programs that will be used during the semester
   1. Demonstration of the program’s capabilities
   2. How to replicate traditional rendering techniques using a graphics program

B. Introduction to scanning and saving
   1. Demonstration of scanning images using the flatbed scanner
   2. Acquiring images and optimizing graphics

C. The concept of negative-positive or figure-ground relations

D. The art elements:
   1. Line
   2. Mass (shape/form)
   3. Texture
   4. Color: hue, value, saturation
   5. Light
   6. Harmony: monochromatic, triadual, analogous, complementary
   7. Composition
8. Perspective
9. Pattern
10. Illusion

E. The concept of abstraction from realistic forms
F. Procedures in solving and presenting design problems
  1. Thumbnails
  2. Comprehensive
  3. Finished work

LABORATORY CONTENT:

METHODS OF INSTRUCTION:

A. Lecture:
B. Lab:
C. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Reading Assignments

Student will be required to read software text, such as Illustrator, PhotoShop, and Painter manuals.

Out-of-class Assignments

Class projects will require outside work.

Writing Assignments

1. Become proficient at the computer using hardware and software
2. Demonstrate scanning skills
3. Demonstrate printing skills by presenting hard copies of all projects
4. Presentation and matting skills
5. Become proficient at working with design elements to solve specific compositional problems

METHODS OF STUDENT EVALUATION:

Problem Solving Exercises
Skills Demonstration

Demonstration of Critical Thinking:

1. The student will optimize graphics by selecting mediums and techniques which are best suited for rendering their objects or ideas. 2. The student will demonstrate critical thinking by simplifying their content information to the essential visual elements. 3. The student will apply design principles that organize and compose the subject matter for communication of information or ideas. 4. The student will compare and construct symmetrical and asymmetrical systems of composition. 5. Evaluate his/her own designs and the designs of others by participating in oral discussion and critique of each project assignment.

Required Writing, Problem Solving, Skills Demonstration:

1. Become proficient at the computer using hardware and software 2. Demonstrate scanning skills 3. Demonstrate printing skills by presenting hard copies of all projects 4. Presentation and matting skills 5. Become proficient at working with design elements to solve specific compositional problems

TEXTS, READINGS, AND RESOURCES:

TextBooks:

Other:
1. Zip disk
LIBRARY:
   Adequate library resources include:
   Comments:
Attachments:
   Attached Files