INTRODUCTION TO VISUAL COMMUNICATION PRINCIPLES AS PRACTICED IN THE GRAPHIC DESIGN PROFESSION. THESE PRINCIPLES RELATE TO THE CHOICE, PLACEMENT, ORGANIZATION AND THEME MANAGEMENT OF GRAPHIC ELEMENTS. THESE GRAPHIC ELEMENTS ARE ILLUSTRATIONS, PHOTOGRAPHS, SYMBOLS, BLOCKS OF TYPE AND DECORATIVE ACCESSORIES. CLASS PROJECTS ARE FASHIONED AFTER REAL WORLD PROJECTS ENCOUNTERED IN THE FIRST YEARS OF PROFESSIONAL WORK. THESE PROJECTS ARE PRODUCED ON COMPUTERS IN THE MACINTOSH LAB USING IMPORTANT COMPUTER APPLICATIONS ENCOUNTERED IN MOST JOB SITES. THE CLASS INTRODUCES PROCESS SELECTION, PROBLEM SOLVING, CLIENT RELATIONS, PRODUCTION TECHNIQUES, AND PRINT OR MULTIMEDIA CONNECTIONS. REQUIRED OF ALL GRAPHIC DESIGN MAJORS.
Studio Arts (Associate in Arts for Transfer)

GE AND TRANSFER REQUIREMENTS MET:

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

1. Understand the organizational requirements of the given graphic elements.
2. Create layouts necessary to the given space requirements.
3. Exercise the process of production from concept to reproduction.
4. Learn to prepare artwork for print production or electronic processing.
5. Gain experience in choosing type, color, sizes, paper stock, layouts and consumer effects.
6. Gain an understanding of photography selection and placement.
7. Be introduced to and have experience in pre-press production.
8. Gain some understanding in billing, budgets, client contact and business management.
9. Learn to determine the visual needs of graphic design projects
10. Be introduced to the production and creative tools of the computer.

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COURSE CONTENT:

LECTURE CONTENT:

A. Introduction to graphic design as a creative profession.
   1. What is graphic design?
   2. Some history of graphic design.
   3. The technological advancements of graphic design
   4. Careers, education, opportunities, and business relationships of graphic design.
B. What are the tools of graphic design? How do they effect the work week?
   1. The hardware from then to now.
   2. The software and their relationships.
   3. The vendor support. d. The relationship of illustration and photography and lettering design to the graphic designer.
C. The creative process.
   1. How to assemble relative information from the client.
   2. Finding the “theme” or directed focus of the project.
   3. Making choices as solutions evolve.
   4. Culling out the good ideas from all the possibilities.
5. Preparing presentations for the client selection process.
6. Finalizing the art for print or multimedia.

D. The work of the type.
   1. Some history of type development.
   2. The art of decision, the dilemma of choice, the effect of psychology.
   3. Type as designed, as modified, or as original art.

E. The persistence of production, the quest for quality, the expansion of reputation.
   1. A desire for organization.
   2. Preparation of work patterns, proper use of time, keeping track of costs.
   3. Continual “camera ready” art, the continuing process of improvement.

LABORATORY CONTENT:

METHODS OF INSTRUCTION:

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

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Reading Assignments

Collection in a notebook of printed advertisements from magazines or newspapers featuring graphic design principles, use of type, effective illustration and photography, and creative layouts.

Out-of-class Assignments

Maintain a reference file and a Zip Disk with class portfolio.

Writing Assignments

1. Prepare a written proposal for a corporate identity project.
2. Complete selected projects with three versions of the same visual problem.

METHODS OF STUDENT EVALUATION:

Written Assignments
Report
Projects (ind/group)
Skills Demonstration

Demonstration of Critical Thinking:

1. Be prepared to defend graphic choices in class critiques. 2. Analyze 10 large color magazine ad layouts. 3. Prepare an in-class Real Estate campaign presentation.

Required Writing, Problem Solving, Skills Demonstration:

1. Prepare a written proposal for a corporate identity project. 2. Complete selected projects with three versions of the same visual problem.

TEXTS, READINGS, AND RESOURCES:

TextBooks:


Other:

1. 100 MB Zip Disk with case
1 plastic page notebook
1 reference folder