A studio format class in the new computer lab where students use their acquired graphic techniques and talents to prepare portfolio quality graphic design. Using a variety of software programs, the course combines graphics, illustration, lettering and photography to communicate ideas and concepts clearly and effectively.
COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Will have a basic understanding of graphic design principles and how to design and layout commercial art projects.
2. To understand and begin to apply skills in layout and design of commercial art projects using computer graphics technology
3. To gain an introductory understanding and consideration of special issues in producing commercial art projects under deadline
4. To be able to evaluate commercial art projects for both functional and aesthetic appeal

COURSE OBJECTIVES:
1. understand and begin to apply skills in layout and design of commercial art projects using computer graphics technology.
2. gain an introductory understanding and consideration of special issues in producing commercial art projects under deadline.
3. evaluate commercial art projects for both functional and aesthetic appeal

COURSE CONTENT:

LECTURE CONTENT:

A. Visual Communication
   1. Elements of design
   2. Principles of design
   3. The visual message
B. Preparing projects for given target groups
   1. Typography and Lettering
      2. History
      3. Readability and communication
      4. Psychological uses
      5. Proper selection and use
C. Page Layout
   1. Headline
   2. Illustration/photo
   3. Variations of the grid
D. The Grid System
   1. Why the grid
   2. Making the grid work
   3. Variations of the grid
E. The Function of Publication Design
   1. How graphic design is applied to publication design
   2. The impact of deadlines on the design process
   3. Making it easy for the reader
   4. Packaging and P.O.P. Advertising
      a. Overview of the packaging design and production
      b. Examples of outstanding packaging and display
      c. Engineering for package design
F. Publication Design and Layout
   1. Overview of publication design
   2. Examples of outstanding publication design
   3. Publication design practice
G. Miscellaneous Graphic Projects
1. Magazines
2. Television Graphics
3. Signage
4. Promotional Graphics for Advertising

H. Technology Review
1. Hardware
2. Software
3. Accessories

LABORATORY CONTENT:

METHODS OF INSTRUCTION:

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

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:
Reading Assignments
Textbook assignments
Current publication reviews

Out-of-class Assignments
Collecting and reporting on graphic design samples

Writing Assignments
Design projects require problem solving and skills demonstration related to written text/copy
Creative solutions to visual design problems

METHODS OF STUDENT EVALUATION:
Final Exam
Written Assignments
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:
Design projects require problem solving and critical thinking. Analysis and evaluation of commercial art projects require critical thinking.

Required Writing, Problem Solving, Skills Demonstration:
Design projects require problem solving and skills demonstration related to written text/copy
Creative solutions to visual design problems

TEXTS, READINGS, AND RESOURCES:

Other:
1. Notes on Graphic Design and Visual Communication

Illustration for MacIntosh 5.5
LIBRARY:
  Adequate library resources include:
  Comments:

Attachments:
  Attached Files