COURSE INFORMATION FORM

DISCIPLINE  Graphic Design
COURSE TITLE  Graphic Design I

CR.HR  3  LECT HR.  1  LAB HR.  5  CLIN/INTERN HR.  _______  CLOCK HR.  _______

CATALOG DESCRIPTION
Formal acceptance into the Graphic Design program. An introduction to the principles of the graphic design field. This includes the study of typography, layout, production methods and career opportunities. Creative problem-solving using hand tools and the computer.

PREREQUISITES
GDES 150 Computers in Design II or Concurrent enrollment, READ 11/31 or Higher, formal acceptance into program

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)
Upon completion of this course, the student will be able to:

1. Analyze and define the role of a graphic designer.
2. Define and apply the principles of design as they relate to graphic design.
3. Identify the graphic design process and impact of client parameters.
4. Demonstrate the use of basic hand tools for design and presentation.
5. Demonstrate the use of the computer and software used in graphic design.
6. Identify the classes/styles, history and structure of type.
7. Identify/design with grid systems and principles of layout.
8. Analyze and define printing processes.
9. Design with typographical emphasis for type design, logotypes, advertising layouts, editorial layouts, poster design, and direct mail.

GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>ESO</th>
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<tbody>
<tr>
<td>1. Critical Thinking:</td>
<td></td>
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<td>B. Define, analyze, and evaluate information,</td>
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<tr>
<td>materials and data</td>
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<td>4. Integrate information and see relevant</td>
<td>(1,2,3)</td>
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<td>relationships that broaden and deepen</td>
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<tr>
<td>understanding</td>
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<td>6. Humanities</td>
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<td>C. Identify aesthetic standards used to make</td>
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<tr>
<td>critical judgments</td>
<td>(2,7,9)</td>
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</table>
PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

1. Demonstrate the ability to learn and apply required software and technical tools according to industry standards.
2. Apply technical skills and critical thinking skills to solve visual communication problems.
3. Work with others by engaging in collaborative efforts to solve design problems and manage projects.
4. Demonstrate effective time management and communication skills – both written and oral.
5. Demonstrate professional ethics, apply effective business practices and project management skills.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Evaluations will be based on project assessments, skills testing, written and oral exams, relating to software use and the creation of graphic designs. (ESO#1,2,3,4,5,6,7,8,9)
2. Student activity and works produced will be analyzed during the class period to assess the level of student involvement in and understanding of the graphic design processes. (ESO#1,2,3,4,5,6,7,8,9)
3. Classroom critiques will be facilitated to assess conceptual and practical understanding of graphic design processes, design principles, design aesthetics, and the student’s ability to establish critical criteria for judgment and revision. (ESO#2,3,4,5,9)
I. COURSE OUTLINE FORM

DISCIPLINE  Graphic Design

COURSE TITLE: Graphic Design 1

Through a series of sequential graphic design assignments the following areas will be addressed. These topics should be addressed within this course. The instructor may place more emphasis on some areas more than others and may add topics as the instructor sees fit, and as time allows. Asterisked items may be considered optional.

I. Graphic Design process and role in modern society
II. Working with client parameters
III. General Typography concepts
IV. Designing with type
   A. Principles of Design applied to typography
      1. Proximity
      2. Alignment
      3. Rhythm
      4. Color
      5. Contrast
      6. Texture
      7. Balance
      8. Unity
   B. Designing type/letterforms
      1. Research typefaces
      2. Explore combinations of icons, illustrative elements, and letter structure
   C. Layout for advertising (print)
      1. Purpose and value of advertising
      2. Types of ads and audience
      3. Hierarchy of visual elements
      4. Developing ad ideas that communicate client message
      5. Newspaper ad layouts
      6. Magazine ad layouts
      7. Direct mail (brochure, folded mail pieces, postcards)
   D. Editorial Layouts
      1. Grid systems and formats
      2. Type formatting for headlines, subheads, body text, folios
      3. Document setup for multiple pages
      4. Hierarchy of visual elements
      5. Readability and legibility
V. Printing processes and production
   A. Color separation
   B. Offset printing, screen printing, flexography
   C. Paper stock/inks/coatings
   D. Printers/bindery/finishing
VI. Critique/Client-presentation skills
   A. Principles of organization/design
   B. Active participation/contribution in group discussion techniques
VII. Studio skills

Revised 12/9/11
A. Computer technology – (Macintosh)
   1. Adobe Illustrator
   2. Adobe InDesign
   3. Adobe Photoshop
   4. Scanning
   5. Printing
B. Presentation
   1. T-square/metal straight-edge
   2. Cutting tools
   3. Mounting

VIII. Critical Thinking
A. Generating and executing a concept
B. Analyzing and critiquing concepts and execution
C. Reworking a concept
D. Working within a team/collaborative