**COURSE INFORMATION FORM**

**DISCIPLINE**  Graphic Design  
**COURSE TITLE**  Graphic Design I

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<th>CR.HR</th>
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**CATALOG DESCRIPTION**
Advanced graphic design concepts which include analyzing client needs, idea and execution processes, defining successful elements of good visual communication, defining and analyzing trends of the graphic design industry. Explore these concepts through advanced projects utilizing traditional and computer tools.

**PREREQUISITES**
GDES 160 Graphic Design I

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

1. Define and apply the principles of design as they relate to graphic design.
2. Define the relationship between designer and client.
3. Define design and the visual problem-solving process related to client needs.
4. Research and analyze design trends and professionals of the industry.
5. Define research and design corporate identity/logo/trademark and stationery system with letterhead, business card, and envelopes.
6. Research history and analyze trends of poster design.
7. Design a poster.
8. Design a corporate annual report.
9. Identify different brochure formats.
10. Design a brochure.
11. Research and define packaging elements and visual hierarchies.
12. Research and analyze packaging history.

**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>
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<tr>
<th>Outcomes</th>
<th>ESO</th>
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| 1. Critical Thinking:  
  B. Define, analyze, and evaluate information, materials and data  
  4. Integrate information and see relevant relationships that broaden and deepen understanding | (1,2,3) |
| 3. Life-Long Learning  
  C. Attributes of an Awareness of the Convergence of Knowledge  
  3. Synthesize information to facilitate application | (2,3,7,9) |
| 6. Humanities  
  C. Identify aesthetic standards used to make critical judgments | (2,7,9) |
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. Written test over Graphic Design terms and concepts including process, history, trends, elements, principles and client parameters. (ESO#1,2,3,4,5,6,7)
2. Classroom critiques facilitated to assess conceptual and practical understanding of the processes, project objectives and outcomes of the student’s design solutions, and to evaluate the student’s ability to exhibit fundamental competency in client-presentation skills and establish critical criteria for judgment and revision. (ESO#4,5,8)
I. COURSE OUTLINE FORM

DISCIPLINE    Graphic Design

COURSE TITLE: Graphic Design II

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. Graphic design history, trends, professionals of the industry
   A. History of graphic design.
   B. Design trends in modern society.
   C. Past and present professional contributions to graphic design.

III. Working with client parameters
   A. Define the problem.
   B. Research the market. Competition.
   C. Client budget and deadline requirements.

IV. Principles of Design applied to graphic design
   A. Proximity
   B. Alignment
   C. Rhythm
   D. Color
   E. Contrast
   F. Texture
   G. Balance
   H. Unity

V. Applied graphic design
   A. Corporate identity/logotypes/trademarks
      1. Trends and purpose of corporate identity/logotypes/trademarks
      2. Structural elements
      3. Iconography and meaning
      4. Typography/letterform
      5. Stationery systems
   B. Posters
      1. History and purpose of posters
      2. Posters as art and visual communication
      3. Poster design structure and challenges
      4. Integration of concept and visual elements
      5. Hierarchy of visual elements
   C. Annual reports
      1. History and purpose of annual reports
      2. Annual report structure and challenges
      3. Integration of concept and visual elements
      4. Hierarchy of visual elements and information flow
   D. Brochures/Collateral materials
      1. Purpose of the brochure
      2. Format options
      3. Brochure design structure and challenges
      4. Integration of concept and visual elements
      5. Hierarchy of visual elements and information flow
E. Package design
   1. History, trends and purpose of package design
   2. Package design structure and challenges
   3. Integration of concept and visual elements
   4. Hierarchy of visual elements
   5. Point-of-purchase tools and design options

VI. Printing processes and production
   A. Color separation
   B. Offset printing, screen printing, flexography (field trip*)
   C. Paper stock/inks/coatings/die-cuts
   D. Printers/bindery/finishing

VII. Critique/Client-presentation skills
   A. Terminology use appropriate for graphic design criticism and defense
   B. Active participation/contribution in group discussion techniques

VIII. Studio skills
   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

IX. 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