COURSE NAME: GRAPHIC DESIGN

COURSE NUMBER: GRA*151
CREDITS: 3

CATALOG DESCRIPTION: A study of graphic design and typography. Students will take an idea from rough layout to tight composition. Typography problems will emphasize the use of letter forms as elements of visual design and expressive potential.

PREREQUISITES OR PARALLEL: ENG* 101

COURSE OBJECTIVES:
General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

☒ **FINA**   **Fine Arts elective**

Course objectives:

General Education Goals and Outcomes:

None

COURSE SPECIFIC OUTCOMES:
1. Demonstrate a knowledge of the basic methods and techniques of graphic design through a series of problem solving exercises.
2. Recognize the terminology that is applied to graphic design products and techniques.
3. Demonstrate a knowledge of the various graphic design genres.
4. Demonstrate the critical skills necessary to analyze graphic design products for their message (what is implied as well as what is expressed) and esthetic content.
5. Demonstrate a knowledge of graphic design trends and styles acquired through visual examination and historic references that focus on social, political, and cultural contexts.

6. Investigate and articulate ethical choices when communicating through the visual medium.

COURSE CONTENT:
Materials and Tools:
    A. Markers, gouache, colored pencils and pens with specific applications to design products.
    B. Papers with varying levels of absorbency and surface.
    C. Time saving and precision tools and equipment.

Basic Rendering Techniques:
    A. Rapid visualization – use of transparent overlays to work up improvements
    B. Collage techniques to manipulate and restructure images.
    C. Tools for special effects

Problem Solving Techniques
    A. Group "brainstorming" sessions
    B. Individual strategies for idea generation

Layout Forms and Strategies
    A. Research
    B. Thumbnails
    C. Rough comps
    D. Tight Comps
    E. Comprehensive Presentation

Design Theory
    A. Application of design principles to advertising layouts
    B. Application of Gestalt Theories of perception to effective visual communication.
    C. Use of color for design

Graphic Design Exercises
    A. Deconstructed advertisements: analysis of advertisements from a historical and esthetic perspective.
    B. Reconstructed advertisements: advertising themes given new formats according to contemporary practices
    C. Deconstructed typography: analysis of typography from a historical and esthetic perspective.
    D. Reconstructed typography: explore expressive potential of typography, grids and margins.
    E. Develop team production work habits and methods.

Portfolio Development

A. Selection of work-knowing the intended audience
B. Cohesive presentation
C. Evaluating portfolio for success