

Department of Art Syllabus

- I. ART 5415 *Graduate Graphic Design I*, 3 Credit Hours
- II. PREREQUISITES
None
- III. TEXTBOOK
None
- IV. COURSE DESCRIPTION
This course explores the theories, strategies and processes of designing a complete corporate brand image, with a focus on business for the sake of the client. Through a series of lectures, demonstrations and studio work, students are expected to develop an image-building strategy and produce a variety of projects including logo design, an identity system, packaging, publication, collateral and direct mail design. (Lab fee required).
- V. RATIONALE
This course is offered to fulfill degree curriculum and studio requirements in the Department of Art. Courses in graphic design are designed to meet individual needs for professional fulfillment in graphic design. Design concepts, layout typography, illustration and reproduction processes are to be mastered according to course level and student achievement. Each course is planned so the student will gain skills and instruction at the appropriate level and as their own personal abilities and theoretical integration develop.
- VI. LEARNING OBJECTIVES AND OUTCOMES
 - A. Be exposed to graduate design level standards.
 - B. Demonstrate an understanding of research's value in developing both form and content.
 - C. Execute design projects that require multiple levels of roll out.
 - D. Convey the importance of successful research of identity programs and evaluate them.
 - E. Analyze and comprehend the needs and services of specific clients.
 - F. Develop visual brand identities that need a variety of iterations.
- VII. INSTRUCTIONAL METHODS AND ACTIVITIES
 - A. Lecture/ Presentation
 - B. Response to assigned readings via Moodle
 - C. Peer critique

VIII. EVALUATION

See Department of Art Syllabus Addendum for Grading Scale and Evaluation.

IX. REFERENCES

Balance, G. & Heller, S. (2001). *Graphic design history*. New York: Allworth Press.

Campbell, A. (1993). *The new graphic's designer's handbook*. Philadelphia, PA: Running Press.

Cramsie, P. (2010). *The story of graphic design: From the invention of writing to the birth of digital design*. New York: Abrams.

Drucker, J. (2009). *Graphic design history: A critical guide*. Upper Saddle River, NJ: Pearson Prentice Hall.

Gomez-Palacio, B. & Vit, A. (2011). *Graphic design, referred: A visual guide to the language, applications and history of graphic design*. Beverly, MA: Rockport Publishers.

Heller, S. (2004). *Design literacy: Understanding graphic design*. New York: Allworth Press.

Heller, S. (2004). *The education of a typographer*. New York: Allworth Press.

Kane, J. (2011). *A type primer*. (2nd ed.). Upper Saddle River, NJ: Pearson Prentice Hall.

Labuz, R. (1993). *The computer in graphic design*. New York: Van Nostrand Reinhold.

Meggs, P. (1998). *The history of graphic design*. New York: John Wiley & Sons.