

Department of Art Syllabus

- I. ART 415 *Graphic Design Portfolio I*, 3 Credit Hours
- II. PREREQUISITES
ART 216
- III. TEXTBOOK
None
- IV. COURSE DESCRIPTION
Initiation of professional-level portfolio development projects in the graphic design field from concept to distribution with individual flexibility for professional development. (Lab fee required)
- V. RATIONALE
This course is offered to fulfill degree curriculum 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 in the curriculum is planned so that the student will be gaining skills and instruction at the appropriate level and their own personal abilities and theoretical integration development. The purpose of all courses in graphic design is to build up in the student all the skills, knowledge base, creative methodology, and thought processes needed for the successful execution of modern graphic design work.
- VI. LEARNING OBJECTIVES AND OUTCOMES
This course will enable the student to:
 - A. Articulate the need for and benefits of desktop publishing software in business and industry.
 - B. Identify key concepts related to graphic design and professional document creation.
 - C. Distinguish between developmental stages of graphic design documents and the finished document ready to be delivered to the printer.
 - D. Discuss the concepts and technical skills of professional document creation.
 - E. Demonstrate awareness of the need for developing problem-solving skills by creating professional work utilizing graphic design tools and software.
 - F. Analyze relationship between graphic design needs and available computer software and how it relates to the job market.

G. Use graphic design as an instrument in the growth of the student's spiritual life through the influence that can be achieved through artwork expressing the Christian worldview.

The major goal of this class is to provide the student with fundamental graphic design practices that include skills for conception design work, the creative process, and a knowledge of computer layout and design utilizing a variety of software.

VII. COURSE TOPICS

- A. Conceptual and production techniques and principles
- B. Technical skills and production techniques
- C. Research related to the development of design in graphic production
- D. Product design, creativity, resume and portfolio development

VIII. INSTRUCTIONAL METHODS AND ACTIVITIES

- A. Lecture/demonstration/discussion
- B. Practical learning activities and projects
- C. Videos
- D. Evaluation: written critiques

IX. GRADING SCALE

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

X. LIST OF MATERIALS

Materials list will be provided by the instructor.

XI. REFERENCES

Airey, D. (2015). *Logo design love: A guide to creating iconic brand identities*. San Francisco, CA: New Riders.

Bringhurst, R. (2004). *The elements of typographic style*. Point Roberts, WA: Hartley & Marks.

Carter, R. (2012). *Typographic design: Form and communication*. Hoboken, NJ: John Wiley & Sons.

Cullen, K. (2007). *Layout workbook: A real-world guide to building pages in graphic design*. Gloucester, MA: Rockport Publishers.

Glitschka, V. (2011). *Vector basic training: A systematic creative process for building precision vector artwork*. Berkeley, CA: New Riders.

- Graphic Artists Guild (U.S.). (2010). *Graphic Artists Guild handbook: Pricing & ethical guidelines*. New York: Graphic Artist Guild. Newton Abbot.
- Jefferson, M. (2005). *Breaking into graphic design: Tips from the pros on finding the right position for you*. New York: Allworth Press.
- McWade, J. (2010). *Before & after: How to design cool stuff*. Berkeley, CA: PeachPit Press.
- Meggs, P. B. (2012). *Meggs' history of graphic design*. Hoboken, NJ: John Wiley & Sons.
- Müller-Brockmann, J. (2012). *Grid systems in graphic design: A visual communication manual for graphic designers*. Zürich, Switzerland: Niggli.
- Pipes, A. (2011). *How to design websites*. London: Laurence King Publishing.
- Samara, T. (2014). *Design elements: Understanding the rules and knowing when to break them*. Gloucester, MA: Rockport Publishers.
- Smith, C. (2012). *Adobe Indesign CS6 digital classroom*. Indianapolis, IN: John Wiley & Sons.
- Smith, J. (2012). *Adobe Photoshop CS6 digital classroom*. Indianapolis, IN: John Wiley & Sons.
- Williams, R. (2007). *Robin Williams design workshop*. Berkeley, CA: PeachPit Press.