

Department of Art Syllabus

- I. ART 315 *Graphic Design III*, 3 Credit Hours
- II. PREREQUISITES
ART 216
- III. TEXTBOOK
Cohen, S. (2014). *Indesign CC: Visual quickstart guide*. Berkeley, CA: PeachPit Press.

Weinmann, E. (2014). *Illustrator CC: Visual quickstart guide*. Berkeley, CA: PeachPit Press.

Weinmann, E. (2015). *Photoshop CC: Visual quickstart guide*. Berkeley, CA: PeachPit Press.
- IV. COURSE DESCRIPTION
Advanced application of graphic design fundamentals and computer technology with emphasis on advertising, publication, and project production. Projects in this studio class will focus on graphic design problem solving for business and social needs as well as pre-press problem solving. (Lab fee required)
- V. RATIONALE
The projects for this course offer students the opportunity to practice the hands-on skills needed should they pursue a career as a graphic designer. Emphasis is placed on communicating ideas, offering solutions, and understanding professional practices. Students are encouraged to develop their personal style in a variety of digital media and traditional.
- VI. LEARNING OBJECTIVES AND OUTCOMES
This course will enable the student to:
 - A. Articulate the need for and benefits of desktop publishing software in the graphic arts 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, camera-ready document.
 - D. Discuss, in general, the concepts of professional vector-based document creation.
 - E. Demonstrate awareness of the need for developing problem-solving skills by creating professional work utilizing graphic software.
 - F. Analyze relationship between graphic design needs and available

computer software and how it relates to the job market.

- G. Be able to meet pending deadlines and understand the importance of having work completed on schedule and how this relates to the job market in graphic design.

The major goal of this class is to provide the student with the basic fundamentals of graphic design on the Macintosh computer. Design and execution of assignments related to business and industry will be created using both drawing and related desktop publishing software. This knowledge will be applied to solve publication needs that the student might face in the future in the position as a graphic designer.

VII. COURSE TOPICS

- A. Basic poster design
- B. Basic branding and visual identity
- C. Basic advertising design
- D. Basic corporate design
- E. Basic t-shirt design
- F. Basic package design

VIII. INSTRUCTIONAL METHODS AND ACTIVITIES

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

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.