Department of Art Syllabus

I.   ART 216 *Graphic Design II*, 3 Credit Hours

II.   PREREQUISITES
      ART 215

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
      An introduction to graphic design practices and technology with
      emphasis on planning, design fundamentals, and execution. Projects in
      this studio class will focus on basic graphic design problem solving,
      printing, and presentation. (Lab fee required)

V.   RATIONALE
      This course is designed to give intermediate-level training using desktop
      publishing software. Basic layout and design principles are considered as
      a means of providing an introduction to computer generation of various
      documents that are directed towards use in various graphic
      communication industries in our society.

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 camera ready document.
      D. Discuss in general the concepts of professional 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 and how it relates to the job market.

The major goal of this class is to provide the student with the fundamentals of desktop publishing software. A variety of software will be used and their various functions related to business and industry will be created using this software. This knowledge will be applied to solve publication needs that the student might face in the future.

VII.   COURSE TOPICS
        A. Computer software skills: 1) Photoshop. 2) Illustrator. 3) InDesign.
        B. Graphic design history: 1) categories of graphic design. 2) influences. 3) the design process.
        C. Design concepts and research: 1) forming ideas. 2) metaphoric concepts. 3) analytic concepts. 4) meta concepts. 5) visual research techniques.
        D. Elements and principles of form: 1) visual coding. 2) gestalt perception. 3) semiotics and icon design.
        E. Grids and alignment: 1) developing modular grids. 2) developing modular patterns. 3) typographic grids. 4) folding formats.

VIII.   INSTRUCTIONAL METHODS AND ACTIVITIES
        A. Lecture/demonstration/discussion
        B. Practical learning activities
        C. Videos
        D. Evaluation: written comments and 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.

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

        Flood, C. (2012). *British posters: Advertising, art, & activism.* London: V & A Publishing.

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

Jackson, P. (2013). *Cut and fold techniques for promotional materials.* London: Laurence King Publishing.

Jefferson, M. (2005). *Breaking into graphic design: Tips from the pros on finding the right position for you*. New York: Allworth Press.

McCormick, L. (2013). *Playing with type: 50 graphic experiments for exploring typographic design principles*. Beverly, MA: Rockport Publishers.

Meggs, P. B. (2012). *Meggs' history of graphic design*. Hoboken, NJ: John Wiley & Sons.

Mehl, R. (2013). *Playing with color: 50 graphic experiments for exploring color and design principles*. Beverly, MA: Rockport Publishers.

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.

Strizver, I. (2014). *Type rules! : The designer's guide to professional typography.* Hoboken, NJ: John Wiley & Sons.

Williams, R. (2007). *Robin Williams design workshop.* Berkeley, CA: PeachPit Press.

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