

VIII. 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

IX. INSTRUCTIONAL METHODS AND ACTIVITIES:

Methods and activities for instruction will include:

- A. Lecture/discussion/demonstration
- B. Practical Learning Activities
- C. Videos
- D. Evaluation: Written Comments and Critiques

X. ASSIGNMENTS:

- A. Reading Handouts and Reviewing Assignments
- B. Class Participation in Discussions
- C. Completing Assigned Documents

XI. EVALUATION:

- A. Exercises 20%
- B. Document Creation 60%
- C. Test including Final Examination 20%TOTAL = 100%

GRADING SCALE:

A. = 93-100

B. = 85-92

C. = 76-84

D. = 65-75

F. = 0-64

I. = A incomplete may be given to a student who has been providentially hindered from completing work required in a course, provided that:

1. Semester attendance requirements have been met;

2. Most of the required work has been done;

3. The student is doing passing work and the student has made prior arrangements with the faculty member to complete the remaining work at a later date. The grade of "I" must be removed promptly or it becomes an F; it cannot be removed by repeating the course.”

XII. LIST OF MATERIALS:

Materials list will be provided by the instructor