

# Graphic Design I

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**I. COURSE TITLE: ART 215 Graphic Design I**  
**3 semester hours**

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**II. PREREQUISITES:** Art 101, 102, 205 and/or department chair approval

**III. TEXTBOOK:** Williams., Robin (Eds.). (2004). *The Non-Designer's Design Book*. . Peachpit Press, Berkley, California

**IV. COURSE DESCRIPTION:** Introduction to graphic design practices and technology with emphasis on traditional hands-on techniques and methods, and preparation for creative problem solving. Study of the printing industry and current technology. Beginning application toward computer graphics software and hardware to graphic design problems.

**V. RATIONALE:** This course is offered to fulfill degree curriculum and studio elective 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 develop.

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:** The major goal of this class is to provide the student with the basic fundamentals of graphic design practices that include hands-on skills for conceptual design work, the creative process and a general overview of the production process. This course will enable the student to:

- A. To demonstrate and practice the skills and concepts of graphic design both in traditional techniques and skills of layout related to computer layout.
- B. To gain appropriate mastery of traditional techniques.
- C. Distinguish between developmental stages of graphic design documents and the finished document ready to be delivered to the printer.
- 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 design tools.
- F. To show personal understanding and incorporation of the creative process in graphic design through the execution of design projects.
- G. To use graphic design as an instrument in the growth of the students spiritual life through the influence that can be achieved through artwork expressing the Christian view of the world.

**VII. ACADEMIC INTEGRITY:** It is expected that a student attending Mississippi College will be scrupulously honest. Dishonesty, such as cheating or plagiarism, or furnishing false information, including forgery, alteration or misuse of University documents, records or identification, will be regarded as a serious offense subject to severe penalty, including, but not limited to, loss of credit and possible dismissal.

**VIII. COURSE TOPICS:** Course topics will be chosen with a view to learning and practicing the theoretical and experiential bases of graphic design. Topics will include both traditional and innovative techniques of graphic design, and areas of current graphic communication skills.

The probable breakdown of topics into units for class projects and testing will be:

- A. Introduction to Graphic Design through hand layout skills.
- B. Design Principles Related to Graphic Design
- C. Concept to Completed Design
- D. Integrating Knowledge and Learned Skills

**IX. INSTRUCTIONAL METHODS AND ACTIVITIES:** Methods and activities for instruction will include:

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

**X. ASSIGNMENTS:** The student will be responsible for the following:

- A. Reading Handouts, Textbook, and Reviewing Assignments
- B. Class Participation in Discussions
- C. Completing Assigned Project and Documents
- D. Keeping a Class Notebook as Part of the Evaluation Process
- E. Students will have Test as Appropriate

**XI. EVALUATION:** The following components constitute a letter grade for this course:

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|--|-----|
| A. <b>Lab Exercises and Document Creation</b>                  | 60% |
| B. <b>Two Unit Test including Final Examination</b>            | 30% |
| C. <b>Additional Assignments, Quizzes, Class Participation</b> | 10% |

TOTAL = 100%

D. **GRADING SCALE:** *Approved by the Chair of the Art Department*

**A** = 95 - 100    **B** = 85 - 94

**C** = 75 - 84    **D** = 65 - 74

**XII. LIST OF MATERIALS:**

Students should refer to the supply list furnished in your objectives.

### XIII. INSTRUCTIONAL MATERIALS AND BIBLIOGRAPHY

A. Textbook: Williams., Robin (Eds.). (2004). *The Non-Designer's Design Book*. . Peachpit Press, Berkley, California

B. Bibliography:

*These books were rated by graphic design students, four stars being the highest*

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Burton, Philip Ward. Advertising Copywriting. 659.1 B956a (Critique lists)

Campbell, Alastair. The New Graphic Designer's Handbook. 686.2 C152n

Scher, Paula. The Graphic Design Portfolio. 7416068 Sch28g (Color visuals, building a portfolio)

Swann, Alan. Graphic Design School. 741.6 Sw24g (Client relations)

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Heller, Steven. Design Career. 741.6023 H367d (Organizing of portfolio)

Labuz, Ronald. The Computer in Graphic Design. 745.4 L115c

Typography 2. 686.2 T98

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Cullinane, Robert. The Complete Book of Comprehensives. 741.6 C898c (Techniques)

Davis, Sally Prince. The Graphic Artist's Guide to Marketing and Self-promotion 741.6068 D297g

Institute for Research. Careers. 371.425 In

Wilde, Judith & Richard. Visual Literacy: A Conceptual Approach to Graphic Problem Solving.

7441.6 W644v

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Keding, Ann. How to Produce Creative Advertising. 659.1 K237h

McLendon, Charles B. Signage. 729 M132s

Stankowski, Anton. Visual Presentation of Invisible Processes. 745 St24v

Strong, Leonard V. The How to Book of Advertising. 659.13 St88h

#### PERIODICALS:

Dynamic Graphics      Before & After      Step by Step Graphics

Desktop Publishing      MacWorld      MacUser      MacAddict

### XIV. CRITERIA FOR EVALUATION

- A. Assignments will be demonstrated or explained at the beginning of each class. Each assignment/exercise will be evaluated on his/her performance in class, directions being followed, proficiency in the operation of the software utilized, professional quality of work, neatness of work, cleanliness of work area and the ability to work independently.
- B. Once the evaluation is made and notes to the student are recorded on the assignment, the grade will be recorded in the grade book. A computer printout will be given to each student at the completion of each unit of work to advise the student of his/her progress in the course.