Department of Art Syllabus

I.   ART 316 *Graphic Design IV*, 3 Credit Hours

II.   PREREQUISITES
      ART 315

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
      Focuses on technical proficiency and file preparation as well as the
      business components of production. Students produce projects from
      comprehensives to print-ready digital mechanicals. Projects in this studio
      class include file preparation, trouble-shooting, pricing, estimates, client
      relations, and professional business conduct. (lab fees required)

V.   RATIONALE
      This course is designed to meet individual needs for professional
      fulfillment in the graphic design field. Design concepts, layout,
      typography, illustration, and reproduction processes are able to be
      learned according to course level and student achievement.

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 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 sound practice in the design process, to gain mastery of the computer and graphic related software, to build up the student's knowledge and experiences through thought processes needed for successful execution of graphic design problems in the work force and to allow exploration of the creative process in graphic design.

VII.   COURSE TOPICS
A. Advanced poster design
B. Advanced branding and visual identity
C. Advanced advertising design
D. Advanced corporate design
E. Advanced t-shirt design
F. Advanced package design
G. Professional presentation
H. Printing and post-production

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

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.