

Department of Art Syllabus

- I. ART 205 *Introduction to Graphic Software*, 3 Credit Hours
- II. PREREQUISITES
None
- III. TEXTBOOK
Against the Clock. (2016). Graphic design portfolio 2017 and photoshop.
St. Petersburg, FL: Against the Clock.
- IV. COURSE DESCRIPTION
An introduction to graphic software with specific application on the Macintosh system. The focus will be on applied use of programs for image editing, document layout, and digital graphics manipulation. Satisfies the core requirements for art education, studio art, and graphic design. (Lab fees required)
- V. RATIONALE
This course is designed to introduce the student to the Macintosh computer and related graphic software. Emphasis is placed on the system components of the computer and the inner workings of basic desktop publishing software. Basic layout and design principles are considered as a means of providing an introduction to computer applications directed towards use in various 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 graphic software in business and industry.
 - B. Identify key concepts related to graphic design and professional document creation.
 - C. Distinguish between development 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 the relationship between graphic design needs and available computer software and how it relates to the job market.The major goal of this class is to provide the student with the basic fundamentals of the Macintosh computer's operating system. Basic graphic software applications and their various functions related to business and industry will be created using available software. This

knowledge will be applied to solve publication needs that the student might face in the future.

VII. COURSE TOPICS

- A. The components of the Macintosh computer
- B. Working with Windows
- C. Desktop menus
- D. Basic document creation and development
- E. Creation of business documents
- F. Pictures and text
- G. Specialized documents
- H. Photo manipulation and drawing software

VIII. INSTRUCTIONAL METHODS AND ACTIVITIES

- A. Lecture/demonstration/discussion
- B. Practical learning activities
- C. Evaluation: written 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.