JEFFERSON COLLEGE
COURSE SYLLABUS

ART160
GRAPHIC DESIGN I
3 Credit Hours

Prepared by:
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By:
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Dr. Mindy Selsor, Dean, Arts & Science Education
ART160 Graphic Design I

I. CATALOGUE DESCRIPTION

A. Course Prerequisites/Corequisites: ART115 Drawing I or ART120 Design I or CIS135 Intro to Photoshop

B. 3 semester credit hours

C. Graphic Design I is a studio art course introducing students to the fundamental elements of Graphic Design. The theory and practice of traditional Graphic Design principles and their relationship to evolving digital technology will be studied in this course. Students will study typography and other elements of graphic design, working with a variety of techniques, and learn how to present their work. While the Macintosh OS and Adobe Creative Suite will be introduced in this course, the emphasis will be on developing design vision and producing graphic designs of a commercial nature, as opposed to merely mastering software. Students will also learn about the history of graphic design in this course. Provided corequisites/prerequisites are met, this course will be open to both Fine Arts majors and non-majors. (F,S)

II. EXPECTED LEARNING OUTCOMES/CORRESPONDING ASSESSMENT MEASURES

This course is designed to give students an introduction to the history, theory and practice of graphic design. Students will produce a wide variety of design projects, coming to understand the tremendous range of applications of this commercial arts media, as it evolves into a primarily digitally oriented field.

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<tr>
<th>ART160 Expected Learning Outcomes</th>
<th>Assessment Measures</th>
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<tr>
<td>Create typographic designs by hand using pencil, tracing paper, black marker and bristol board.</td>
<td>Hands-on project</td>
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<td>Individual critique</td>
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<td>Group critique</td>
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<tr>
<td>Create a vector-based illustration/poster design using Adobe Illustrator</td>
<td>Hands-on project</td>
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<td>Individual critique</td>
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<td>Group critique</td>
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<td>Create a system of icons for the purpose of universal communication of an idea or theme</td>
<td>Hands-on project</td>
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<td>Individual critique</td>
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<td>Group critique</td>
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<tr>
<td>Create a logo and brand identity package for a fictitious company</td>
<td>Hands-on project</td>
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<td>Individual critique</td>
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<td>Group critique</td>
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<tr>
<td>Explain history and theory of graphic design</td>
<td>Slide presentation</td>
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<td>Written paper</td>
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III. OUTLINE OF TOPICS

A. Introduction: Required Supplies

B. Introduction to Macintosh OS

C. Introduction to Adobe Illustrator
   1. Lecture
   2. Project
   3. Final critique

D. Basic Elements of Graphic Design
   1. Lecture
   2. Assignments
   3. Thumbnails
   4. Initial critique
   5. Revisions and production of final products
   6. Final critique

E. Typography
   1. Lecture
   2. Assignment
   3. Thumbnails
   4. Initial critique
   5. Revisions and production of final products
   6. Final critique

F. Vector Illustration
   1. Lecture
   2. Assignment
   3. Thumbnails
   4. Initial critique
   5. Revisions and production of final products
   6. Final critique

G. Icons and Symbols
   1. Lecture
   2. Assignment
   3. Thumbnails
   4. Initial critique
   5. Revisions and production of final products
   6. Final critique

H. Logotypes
   1. Lecture and introduction to advertising
   2. Assignment
   3. Thumbnails
   4. Initial critique
5. Revisions and production of final products
6. Final critique

I. Branding and Identity Packages
1. Lecture on graphic design greats and pioneers
2. Assignment
3. Research
4. Presentation
5. Thumbnails
6. Initial critique
7. Revisions and production of final products
8. Final critique

J. Research Project-Famous Designer
1. Lecture
2. Assignment
3. Thumbnails
4. Initial critique
5. Revisions and production of final project
6. Final critique

IV. METHOD(S) OF INSTRUCTION

Instruction includes studio demonstrations, slide lectures, video presentations, exhibit attendance, museum attendance and research.

V. REQUIRED TEXTBOOK(S)

No required text

VI. REQUIRED MATERIALS

Course requires materials such as Bristol board, tracing paper, markers, rubber cement, x-acto, knife, USB flash drive.

VII. SUPPLEMENTAL REFERENCES

A. Publications

*Print*

*Computer Arts*

*Layers Magazine*

B. Books


VIII. METHOD OF EVALUATION

Student progress will be determined by graphic design projects, group and individual critiques, slide presentations, written paper and a final project.

IX. ADA-AA STATEMENT

Any student requiring special accommodations should contact the Americans with Disabilities Act Amendments Act (ADAAA) office at (636) 481-3169 or (636) 797-3000, x3169 and discuss accommodations with the instructor.

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College website, [http://www.jeffco.edu/jeffco/index.php?option=com_weblinks&catid=26&Itemid=84](http://www.jeffco.edu/jeffco/index.php?option=com_weblinks&catid=26&Itemid=84))