JEFFERSON COLLEGE

COURSE SYLLABUS

ART170

GRAPHIC DESIGN II

3 Credit Hours

Prepared by:
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By:
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Arts & Science Education
Dr. Mindy Selsor, Dean
ART 170 Graphic Design II

I. CATALOG DESCRIPTION

A. Course Prerequisite: Graphic Design I
   Course Corequisites or Prerequisites: Drawing II or Printmaking I

B. Credit Hour Award: Three credit hours

C. Graphic Design II is a studio art course introducing students to intermediate elements of Graphic Design. The theory and practice of traditional Graphic Design principles and their relationship to evolving digital technology will continue to be studied in this course. Students will utilize color and illustration in graphic design, producing a variety of projects, and learn how to better present their work. While the Mac OS and Adobe CS3 Creative Suite will be employed 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 continue to 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.

II. EXPECTED LEARNING OUTCOMES/ASSESSMENT MEASURES

This course is designed to give students intermediate instruction in the history, theory and practice of Graphic Design. Students will produce a wide variety of design projects, deepening their understanding of the tremendous range of applications of this commercial arts media, as it evolves into a primarily digitally oriented field.

| Interpret and relate one's own work to the history of graphic design | Discussion & critique of design projects and research presentations on the basis of how it relates to historical & contemporary designers and styles |
| Recognize major designers and graphic design styles from the past to the present day and draw on those styles for inspiration | Exhibition Poster Design critique and discussion |
| Deepen understanding of graphic design terminology and employ traditional and digital design techniques | Preparatory sketch, thumbnail, and process driven single and multi-page layout projects |
| Differentiate between computer programs and operating systems to discover the most effective and efficient means to produce presentation quality designs | Pre and Post-tests covering Mac OS X and Adobe CS3 Creative Suite |
III. COURSE OUTLINE WITH UNIT OBJECTIVES

A. Introduction to Materials, Supplies, Hardware and Software

B. Refresher Lecture on Macintosh OS and Adobe Illustrator

C. Introduction to Adobe InDesign

D. Introduction to Adobe Photoshop

E. Making Presentation-Ready Images

F. Use of Color in Graphic Design
   1. Lecture
   2. Assignment
   3. Thumbnails
   4. Initial Critique
   5. Revisions and Production of Final Products
   6. Final Critique

G. Color Illustration in Graphic Design
   1. Lecture
   2. Assignment
   3. Thumbnails
   4. Initial Critique
   5. Revisions and Production of Final Products
   6. Final Critique

H. Two-Dimensional Package (Book Design)
   1. Lecture
   2. Assignment
   3. Thumbnails
   4. Initial Critique
   5. Revisions and Production of Final Products
   6. Final Critique

I. Intermediate Advertising Design
   1. Lecture
   2. Assignment
   3. Thumbnails
   4. Initial Critique
   5. Revisions and Production of Final Products
   6. Final Critique

J. Personal Letterhead and Envelope Design
1. Lecture
2. Assignment
3. Thumbnails
4. Initial Critique
5. Revisions and Production of Final Products
6. Final Critique

K. Business Card Design
1. Lecture
2. Assignment
3. Thumbnails
4. Initial Critique
5. Revisions and Production of Final Products
6. Final Critique

L. Poster Design
1. Lecture
2. Assignment
3. Thumbnails
4. Initial Critique
5. Revisions and Production of Final Products
6. Final Critique

M. The Rock and Roll Designer (CD Packaging)
1. Lecture
2. Assignment
3. Thumbnails
4. Initial Critique
5. Revisions and Production of Final Products
6. Final Critique

N. Final Project
1. Lecture
2. Assignment
3. Thumbnails
4. Initial Critique
5. Revisions and Production of Final Project
6. Final Critique

IV. METHODS OF INSTRUCTION

A. Studio Demonstrations

B. Slide Lectures

C. Video Presentations
D. Exhibit Attendance

E. Museum Attendance

F. Research

V. REQUIRED TEXTBOOK (with publication information)

*Graphic Design Basics* by Amy E. Arnston  ISBN# 0-495-18971-5

VI. REQUIRED MATERIALS

A student supply list will be developed prior to the initial course offering. Student costs for this class should not exceed that of current studio course offerings. Students will be advised of supply needs at first meeting of the class. Ink for printing digital projects will be provided by the school; a lab fee of will help offset the cost of ink.

VII. SUPPLEMENTAL REFERENCES

A nominal number of reference and historical books on graphic design, Mac OS, and Adobe CS3 will be required.

A. Publications
   1. *Print*
   2. *Computer Arts*
   3. *Layers Magazine*

B. Books
   2. *Thinking with Type* by Ellen Lupton, Princeton Architectural Press 2004

VIII. METHOD OF EVALUATION

Student progress will be determined by graphic designs, design assignments,
museum research, exhibit attendance, in class oral presentations and a final project.

IX. ADA STATEMENT

Any statement requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Library; phone 636-797-3000, ext. 169).

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College Website).