ART260

GRAPHIC DESIGN III

3 Credit Hours

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Arts & Science Education
Dr. Mindy Selsor, Dean
ART260 Graphic Design III

I. CATALOGUE DESCRIPTION

A. Course Prerequisite: Graphic Design II
   Course Corequisites or Prerequisites: Painting I or Watercolor I

B. 3 semester credit hours

C. Graphic Design III is a studio art course introducing students to advanced 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 the relationship between graphic design elements and complex design challenges such as three-dimensional packaging, multi-page layouts, motion graphics and web design. 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 take an active role in deepening their understanding of the history of graphic design in this course. Provided co-requisites/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 advanced instruction in the history, theory and practice of Graphic Design. Students will produce a wide variety of design projects, broadening their understanding of the ever-widening range of applications of this commercial arts media, as it evolves into a primarily digitally oriented field.

| Develop an understanding of how certain historical cultures/societies used graphic design | Create an exhibition brochure and presentation from research and daily critique/discussion |
| Begin to understand their relationship to the major designers and graphic design styles from the past to the present day | Interactive Flash slideshow of chronology of Graphic Design timeline and daily critique/discussion |
| Employ traditional and digital design principles in three-dimensional and motion graphics | Branding package including logo design, package design, and multi-page, interactive Flash brochure and daily critique/discussion |
| Develop an advanced proficiency with computer programs and operating systems to produce presentation quality designs | Multiple application portfolio of semester work including CD, Flash document, and interactive PDF and final critique/discussion |
III. COURSE OUTLINE WITH UNIT OBJECTIVES

A. Introduction: Required Supplies

B. Refresher Lecture on Macintosh OS, Adobe CS3 Creative Suite

C. Introduction to Flash

D. Making Presentation-Ready Images

E. Basic Elements of Multi-Page Layouts
   1. Lecture
   2. Assignments
   3. Thumbnails
   4. Initial Critique
   5. Revisions and Production of Final Products
   6. Final Critique

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

G. Three-Dimensional Packaging
   1. Lecture
   2. Assignment
   3. Thumbnails
   4. Initial Critique
   5. Revisions and Production of Final Products
   6. Final Critique

H. Motion Design and Graphics
   1. Introduction and Lecture
   2. Assignment
   3. Thumbnails
   4. Initial Critique
   5. Revisions and Production of Final Products
   6. Final Critique

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

J. Graphic Designer/Art Director Visiting Lecture  
1. Lecture  
2. Discussion  
3. Response Papers  

K. Graphic Design History Presentation  
1. Lecture  
2. Assignment  
3. Research  
4. Project Production  
5. Presentations  
6. Instructor Response  

L. 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  

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

V. REQUIRED TEXTBOOK (with publication information)  

Textbooks for this course are currently being researched.  

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 will help offset the cost of ink.  

VII. SUPPLEMENTAL REFERENCES
A nominal number of reference and historical books on graphic design, Mac OS, 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).