JEFFERSON COLLEGE

COURSE SYLLABUS

ART270

GRAPHIC DESIGN IV

3 Credit Hours

Prepared by:
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By:
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Arts & Science Education
Dr. Mindy Selsor, Dean
ART270 Graphic Design IV

I. CATALOGUE DESCRIPTION

A. Prerequisite: Graphic Design III

B. Credit Hour Award: Three credit hours

C. Description: Graphic Design IV is a studio art course designed to give students experience using advanced Graphic Design principles in relationship with potential clients. 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 multimedia applications and create multimedia presentations and advanced web designs. Students will also work with potential clients and learn how to design under direction. While the Mac OS and Adobe CS3 will continue to be used 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 directly from a professional graphic designer or art director. 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. In producing a wide variety of design projects, students will develop an understanding of designing with direction, working with potential clients in this digitally oriented field.

| Draw on the expertise of a professional graphic designer or art director | Documented Interview of a graphic design professional |
| Problem solve with graphic design elements when working with a client | Promotional Website based on the creative brief of a client- progress critiques and final product critique |
| Understand graphic design terminology and better employ traditional and digital design principles in multimedia and web applications | Complete professional Multimedia Portfolio including print, digital, and web components- progress critiques and final product critique |
| Use the appropriate computer programs and operating systems to produce presentation quality designs for a client | Identity or Branding Package for a regional organization- progress critiques and final product critique |

III. COURSE OUTLINE WITH UNIT OBJECTIVES
A. Introduction: Required Supplies

B. Refresher Lecture on Macintosh OS and Adobe CS3

C. Introduction to HTML

D. Making Presentation-Ready Images

E. Web Design
   1. Lecture
   2. Assignments
   3. Thumbnails
   4. Initial Critique
   5. Revisions and Production of Final Products
   6. Final Critique

F. Multimedia Applications and Presentations
   1. Lecture
   2. Assignment
   3. Thumbnails
   4. Initial Critique
   5. Revisions and Production of Final Products
   6. Final Critique

G. Production Methods
   1. Lecture
   2. Assignment
   3. Research

H. Client Interaction/Promotion Assignment
   1. Introduction and Lecture
   2. Assignment
   3. Client Choice/Initial Meeting
   4. Thumbnails
   5. Initial Critique
   6. Client Response
   7. Revisions and Production of Final Products
   8. Client Approval
   9. Final Critique

I. Interview with Professional Graphic Designer
   1. Lecture
   2. Assignment
   3. Interview
   4. Written Report
IV. METHODS OF INSTRUCTION

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

V. REQUIRED TEXTBOOK (with publication information)

None

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 and HTML 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 critiques/discussions of 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).