



ART 31 - Graphic Design I

Catalog Description

Transfer Status: CSU

Unit(s): 3.00

Lecture: 34.00 Contact hours/68.00 Out of class hours/102.00 Total hours/2.00 Unit(s)

Lab: 51.00 Contact hours/0.00 Out of class hours/51.00 Total hours/1.00 Unit(s)

Total: 85.00 Contact hours/68.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

Course Description: This course is an introduction to the general field of graphic design. Students will explore and apply professional skills in design, layout, and production. Areas of study will include advertising design and layouts, corporate identity, publication design, packaging and producing print-ready artwork.

Objectives

Upon successful completion of this course, the student should be able to:

- 1. Identify materials and processes involved in producing print-ready artwork.
2. Demonstrate technical proficiency in artwork production processes.
3. Recognize contemporary job markets in the design fields.
4. Use software and graphic design skills to create hands-on design projects.

Course Content

Topic Titles / Suggested Time Topic

Lecture

Table with 2 columns: Topics, Lec Hrs. Lists various design topics and their corresponding lecture hours.

Total Hours: 34.00

Lab

Table with 2 columns: Topics, Lab Hrs. Lists various design topics and their corresponding lab hours.

Total Hours: 51.00

Methods of Instruction

- A. Demonstrations
B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
C. Lecture
D. Multimedia Presentations
E. Critiques of class projects

Methods of Evaluation

- A. Exams/Tests

- B. Quizzes
- C. Projects
- D. Written Assignments
- E. Essays and research papers
- F. Critique, notebook

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## Examples of Assignments

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### Reading Assignments

1. Research interviews of two designers. Be prepared to share and discuss the interviews in an oral report with the class.
2. Find and read an article relating to new technologies in the graphic design industries. Write a one-page summary of the article.

### Writing Assignments

1. Design and produce a tri-fold brochure. This includes brochure cover content as well as interior brochure content. A minimum of two interior panels must have written content along with images.
2. Create a blog using a blogging website. Write in this blog once a week on a subject related to current class projects.

### Out-of-Class Assignments

1. Visit a grocery store and write down how many types of products are on one specific aisle, while taking notes on the product packaging and what stands out most to a consumer. • Alternative options to complete this assignment will be identified in the instructions.
2. Use a digital camera to take photos of your neighborhood, with images focusing on the typography and design of elements within the area of interest. Alternative options to complete this assignment will be identified in the instructions.

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## Recommended Materials of Instruction

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### Other Learning Materials

Instructor handouts, tutorials

### Minimum Qualifications

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Commercial Art

Graphic Arts

Printing Technology

Art (Masters Required)

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**Created/Revised by:** Smallhouse, Sara

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