



ART 34 - Graphic Design II

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 is an intermediate course in graphic design. Students will apply design principles and tools of graphic design learned in ART 31 and ART 32. Concentration is on increasing skill levels for developing advanced design techniques for print and online.

Objectives

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

1. Apply principles of graphic design for creating advanced design projects.
2. Demonstrate expanded technical proficiency and increased skills in the use of graphic design applications.
3. Complete advanced design projects working within guidelines and design constraints set by clients.
4. Identify contemporary job markets in graphic design industries, while developing portfolio-related projects specific to obtaining employment in a design field.

Course Content

Topic Titles / Suggested Time Topic

Lecture

<u>Topics</u>	<u>Lec Hrs</u>
Rapid visualization and ideation for project design	5.00
Increasing design skills through the use advanced techniques	5.00
Understanding and implementing advertising design techniques for integrated print and online campaigns and projects	6.00
Utilizing social media, print design and current technology to increase employment viability with self-promotion	8.00
Advanced computer skills, design skills and mastering software applications	10.00
Total Hours:	34.00

Lab

<u>Topics</u>	<u>Lab Hrs</u>
Developing thumbnails using rapid visualization and ideation techniques	10.00
Advanced design skills and techniques using specific design software used in real-world applications and projects	10.00
Developing integrated online and print campaigns for advertising design projects	11.00
Designing self promotional projects and portfolio-related projects using advanced design techniques	10.00
Mastering software applications used in the design industries, and developing advanced computer skills that can be implemented in real-world situations for clients	10.00
Total Hours:	51.00

Methods of Instruction

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

Methods of Evaluation

- A. Quizzes
- B. Homework
- C. Written Assignments

D. Exams, Essays, Participation in critiques, Critique and evaluation of creative projects

Examples of Assignments

Reading Assignments

1. Read handout on current design techniques. Incorporate one technique in a visual layout for class critique.
2. Read an article about a contemporary designer and give an oral report to the class. Discuss a specific design technique the designer used in their work.

Writing Assignments

1. Write a one page tutorial on a specific design technique. Share with the class.
2. Write a one page article about a designer selected from the list provided by the instructor. Incorporate content into a two page magazine layout.

Out-of-Class Assignments

1. Research quotes from a specific designer. Design a poster based on the quote using Adobe Illustrator and Photoshop.
2. Visit a local design firm, speak with an art director or designer from the firm and ask three questions. Share the visit and answers with the class.

Recommended Materials of Instruction

Other Learning Materials

Recommended Reading

Internet research

Publications

Minimum Qualifications

Art (Masters Required)

Commercial Art

Graphic Arts

Printing Technology

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