DART G170: GRAPHIC DESIGN PRINCIPLES

Item	Value
Curriculum Committee Approval Date	05/04/2021
Top Code	103000 - Graphic Art and Design
Units	3 Total Units
Hours	90 Total Hours (Lecture Hours 36; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course is an introduction to visual communication principles as practiced in the graphic design profession. These principles relate to the choice, placement, organization and theme management of graphic elements. These graphic elements are illustrations, photographs, symbols, blocks of type and decorative accessories. Class projects are fashioned after real world projects encountered in the first years of professional work. These projects are produced on MAC and PC computers using the most up todate software encountered in most job sites. The course introduces process selection, problem solving, and production techniques for print or multi-media delivery. Required of all digital arts majors. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course outcomes
2. Assess the visual needs of graphic design projects.
3. Use graphic elements to organize a composition.
4. Create layouts necessary to the given space requirements.
5. Recognize the production and creative tools of the computer.
6. Choose type, color, and paper stock for visual communication pieces.
7. Evaluate digital photographs and images for use and placement in graphic layouts.

Course Objectives

• 1. Organize the basic design elements effectively in relation to the principles of visual design to create unity.
• 2. Illustrate asymmetrical balance through use of varying methods of visual weight.
• 3. Employ repetition and variety to create motif.
• 4. Use value shifts to imply depth on the two-dimensional surface.
• 5. Create visual hierarchy through variations in line quality and scale.
• 6. Use isolation and visual grouping techniques to create emphasis and movement.

Lecture Content

Introduction to graphic design as a creative profession What is graphic design. Overview of the history of graphic design The technological advancements of graphic design Careers, education, opportunities, and business relationships of graphic design What are the tools of graphic design. How do they effect the work week. The hardware from then to now The software and their relationships The vendor support The relationship of illustration and photography and lettering design to the graphic designer The creative process How to assemble relative information from the client Finding the "theme" or directed focus of the project Making choices as solutions evolve Culling out the good ideas from all the possibilities Preparing presentations for the client selection process Finalizing the art for print or multi media The work of the type History of type development. The art of decision, the dilemma of choice, the psychology of word use and fonts Type as designed, as modified, or as original art The persistence of production, the quest for quality, the expansion of reputation A desire for organization Preparation of work patterns, proper use of time, keeping track of costs Continual "camera ready" art, the continuing process of improvement

Lab Content

Black white figure-ground compositions Composition Visual rhythm Repetition Pattern Sound and visualize relationships Aachromatic gray compositions Visual hierarchy Focal point Photographic portraits Simple compositions Saturation Chromatic value Paired interaction color studies Surrounding/background color Color progressions Palettes Color inventories Final composition Color dominance Proportion Visual hierarchy

Method(s) of Instruction

• Lecture (02)
• DE Live Online Lecture (02S)
• DE Online Lecture (02X)
• Lab (04)
• DE Live Online Lab (04S)
• DE Online Lab (04X)

Reading Assignments

Collection in a notebook of printed advertisements from magazines or newspapers featuring graphic design principles, use of type, effective illustration and photography, and creative layouts.

Writing Assignments

1.Prepare a written proposal for a corporate identity project.2.Complete selected projects with three versions of the same visual problem.

Out-of-class Assignments

Maintain a reference file and an external storage device with class portfolio.

Demonstration of Critical Thinking

Be prepared to defend graphic choices in class critiques. Analyze ten large color magazine ad layouts. Prepare an in-class real estate campaign presentation.

Required Writing, Problem Solving, Skills Demonstration

Prepare a written proposal for a corporate identity project. Complete selected projects with three versions of the same visual problem.

Eligible Disciplines

Art: Masters degree in fine arts, art, or art history OR bachelors degree in any of the above AND masters degree in humanities OR the equivalent. Note: "masters degree in fine arts" as used here refers to any masters degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy. It does not refer to the "Master of Fine Arts" (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Masters degree required. Commercial art (sign making, lettering, packaging, rendering): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Santoro, Scott W. Guide to Graphic Design, 1st ed. Pearson (Latest), 2016

Other Resources

1. One large capacity external storage device or cloud storage methods