

# DMAD A182: GRAPHIC DESIGN

Item	Value
Curriculum Committee Approval Date	10/19/2022
Top Code	061460 - Computer Graphics and Digital Imagery
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)

## Course Description

This course applies the elements of design, spatial relationships, typography and imagery with a practical approach to design solutions. Students employ graphic design skills using both traditional and digital tools, materials, and software used in the graphic design industry. The focus will be on finding creative visual solutions to communication problems using technical skills. PREREQUISITE: DMAD A181. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Demonstrate an understanding of the effective use of positive and negative space in the organization of 2-dimensional objects.
2. Use text, or the letterform, as a primary design element within a graphic layout.
3. Organize image and text in coherent and effective ways to reinforce a given message.
4. Produce unique design solutions to assigned information/communication challenges.

## Course Objectives

- I Develop and master basic conceptual thinking skills.
- II Use an effective design process and develop a students own personal design methodology.
- III Identify and define design objectives and client goals.
- IV Implement a variety of image-making technologies and processes.
- V Examine how type and image can be brought together to clearly convey a chosen concept or idea.
- VI Exhibit a basic understanding of page structure and sequencing
- VII Demonstrate basic technological and production skills.
- VIII Exhibit a strong sense of craftsmanship and professional production values.
- IX Organize and manage project resources
- X Evaluate fellow students projects based upon:
  - X. 1. Technical proficiency
  - X. 2. Aesthetic accomplishment

## Lecture Content

Introduction to graphic design Definitions, descriptions, distinctives The design process Thumbnails, roughs, comps, revisions Use of space Positive/negative dynamic/static communication implications Role of type/text in design Interrelation of form and message Conceptual development Communication of messages and ideas, conceptual methodologies Use of color Color models, reinforcement of message, techniques Text + image Dynamic relationship between each, appropriate usage Visual analysis Recognizing visual distinctives and describing them Judging effectiveness Design objectives Designer/client relations problem definition interpersonal communication Sequential thinking Progression, sequence, pacing, space Design across multiple pages/ implementations Industry standards Expected skill sets, presentation skills Technological considerations Conceptual development Communication of messages and ideas conceptual methodologies Further explorations with type Symbolism, cross-cultural implications Long-document creation Special considerations, formatting options The Grid Usage, appropriateness, history Historic Trends Building upon past developments, recognizing historic references Design objectives Designer/vendor relations, "damage control", interpersonal communication Media/message interrelationships Choosing an appropriate media for the message Specialization Sub-categories within graphic design Career considerations

## 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)

## Instructional Techniques

Lecture with extensive visual references Demonstration Critiques/oral evaluation of student work

## Reading Assignments

Students will have 1-2 hours per week of Readings from required text. Reading from assigned online resources.

## Writing Assignments

Students will have 1-2 hours per week of Self-Reflections Analysis of Elements and Principles of Design. Written Reports of Attended Events and/or Materials Read

## Out-of-class Assignments

Students will have 1-2 hours per week of Design projects using appropriate software. Attend on campus student art shows. sketching and conceptualizing drawing.

## Demonstration of Critical Thinking

Projects presented for critiquing and grading that will cover: Elements and Principles of Design 2-dimensional design basics Use of type Use of image + words Communication conceptualization Craftsmanship and presentation

## **Required Writing, Problem Solving, Skills Demonstration**

Written reports of attended events and/or materials read. Written critiques of students own work as well as others. Projects that can only be accomplished through a design solutions.

## **Eligible Disciplines**

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 Samara, T.. Design Elements: Understanding the rules and knowing when to break them - Updated and Expanded, 2nd ed. Rockport Publishers, 2014 Rationale: -

## **Other Resources**

1. Selected handout materials will be provided and distributed by the instructor. 2. Storage and presentation materials as determined by instructor.