Cape Cod Community College   Departmental Syllabus

Prepared by the Department of Arts and Communication
Date of Departmental Approval: February 20, 2015
Date Approved by Curriculum and Programs: March 30, 2015   Effective: Fall 2015

1.   **Course Number:**   **ART 207**
       Course Title: **Graphic Design I**

2.   **Description:** Introduction to the field of graphic design, including typography, layout and general graphic techniques. The use of technology and computational skills are applied in studio projects to support creativity and proficiency in handling media and preparing graphics designs. Ethical principles and concepts in communication design are explored in multicultural and global contexts.

3.   **Student Learning Outcomes:** Upon successful completion of this course, students are able do the following:
CREATIVE DEVELOPMENT
- Identify elements of visual language (line, shape, negative shape, textures and color) in graphic design work that may include advertising, logo design, poster design, publications, packaging and brochures.
- Select elements of visual language and apply them in the creation of graphic designs.
- Compose using elements of visual language and principles of design (visual organization, balance, unity and variety) for the printed page.
- Investigate design solutions to briefs, problems, concepts, themes and ideas and create graphic designs that communicate clearly to an intended audience.
- Develop methods of personal reflection through self-evaluation, portfolio review, and peer critique.
- Demonstrate discipline, repeated practice, experimentation, and risk taking when creating art work.

TECHNICAL COMPETENCE
- Use a variety of materials and tools to create layouts.
- Demonstrate technical proficiency with handling and preparing graphic media for design purposes.
- Apply a variety of techniques to create graphic design work.
- Demonstrate an understanding of typography and design of the printed page.
- Demonstrate understanding of color theory as applies to graphic design.
- Apply computational methods and skills to design page layout.
- Generate problem solving strategies to achieve effective graphic design.
- Utilize technology to improve creativity, productivity and communication skills in graphic design work.
- Demonstrate efficient and effective file management for all digital design work.
- Create electronic portfolio of design work.
- Demonstrate technical competence, craftsmanship and attention to detail when preparing and finalizing art work for presentation.

CRITICAL ASSESSMENT
- Evaluate composition and visual effectiveness in graphic work.
- Recognize elements of visual language in graphic design.
- Identify visual elements in graphic design and evaluate them using written/ oral or presentation means.
- Apply visual decision making in comprehensives, sketching and layout design.
- Appraise an historical perspective of graphic design and evaluate references to contemporary graphic media.
- Appraise ethical concepts, behaviors and principles in graphic design nationally and globally.
- Evaluate issues of diversity in graphic design nationally and globally.
- Explore art in the Higgins Art Gallery and document critical analysis.

4.   **Credits:** 3 credits

5.   **Satisfies General Education Requirement:** Humanities and Fine Arts

6.   **Prerequisite:** ART170 (Introduction to Computer Graphics)

7.   **Semesters Offered:** Fall, Spring

8. **Suggested General Guidelines for Evaluation:** Grades are based on student's initiative and growth and the process of achievement.

9. **General Topical Outline (Optional):** Type as an art form and its impact in communication of an idea; aesthetic considerations in selecting type forms, copy-fitting, terminology and rendering of type for a comprehensive design. Proficiency in handling media to express thoughts for all kinds of publications as well as designing logos and comprehensives for presentation purposes, design and color theory as applies to the field of graphic design.