

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 208
Course Title: Graphic Design II

2. Description: The course is a continuation of Graphic Design I, which introduces typography, composition and layout, development of graphic concepts, and problem solving and creative thinking.

3. Student Learning Outcomes (instructional objectives: intellectual skills):
Upon successful completion of this course, students are able to 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 advanced graphic designs.
- Compose using elements of visual language and principles of design (visual organization, balance, unity and variety) for the printed page.
- Investigate advanced design solutions to briefs, advanced 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 advanced layouts.
- Demonstrate technical proficiency with handling and preparing graphic media for design purposes.
- Apply a variety of advanced techniques to create graphic design work.
- Demonstrate an understanding and use of typographical solutions and design of the printed page.
- Demonstrate understanding of color theory as applies to graphic design and preparation for print.
- 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- Recognize elements of visual language in graphic design and the importance of the historical reference.
- Identify visual communication elements in graphic design and evaluate them using advanced critique, written/oral or presentation means.
- Apply advanced visual decision making in comprehensives, sketching and layout design.
- Explore art in the Higgins Art Gallery and document critical analysis.

4. Credits: 3 credits

5. Satisfies General Education Requirement: No.

6. Prerequisite: ART207 (Graphic Design I)

7. Semester(s) Offered: Spring

8. Suggested General Guidelines for Evaluation: Grades are based on student's initiative and growth and the process of achievement. In order to do well, the student must attend all classes, participate in class discussions and critiques, complete homework and class assignments and must demonstrate improved skill and development of a creative, personal form of expression.

9. **General Topical Outline (Optional):** Continuation of Graphic Design I with a more intensive study of type as an art form and its impact in communication of an idea; aesthetic considerations in selecting type forms, use of images in a sophisticated or eye-catching way, and the use of conceptual thinking. Proficiency in handling media to express thoughts for all kinds of publications as well as preparing artwork correctly for printing. Design and color theory as applies to the field of graphic design.