

ART 51.1 Course Outline as of Fall 2010

CATALOG INFORMATION

Dept and Nbr: ART 51.1      Title: GD: VISUAL COMM

Full Title: Graphic Design: Principles of Visual Communication

Last Reviewed: 2/24/1997

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	1.00	Lab Scheduled	4.00	17	Lab Scheduled	70.00
		Contact DHR	2.00		Contact DHR	35.00
		Contact Total	8.00		Contact Total	140.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 210.00

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: ART 51

**Catalog Description:**  
Introduction to the art of graphic design. Emphasis on design principles, aesthetics and concepts necessary for effective visual communication. Projects explore the creative development of ideas and visual forms including: designing pictographs, symbols, image-based logos, developing identity systems, creating type and imagery for posters and other applications. Instruction in the use of traditional design tools and an introduction to the computer.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Completion of ART 3, ART 7A or enrollment in the Applied Graphics Program.

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Introduction to the art of graphic design. Emphasis on design principles, aesthetics and concepts necessary for effective visual communication. Projects explore the creative development of ideas and visual forms including: designing pictographs, symbols, image-based logos, developing identity systems, creating type and imagery for posters and other applications.

Instruction in the use of traditional design tools and an introduction to the computer. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Completion of ART 3, ART 7A or enrollment in the Applied Graphics Program.

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>		Effective:	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

1. Gain an overview of graphic design theory and the visual communication processes.
2. Create original graphic designs in various media and formats.
3. Explore the fundamental concepts for visual communication.
4. Develop an understanding of visual design principles.
5. Practice problem solving skills and creative thinking (analytical and intuitive) related to graphic design.
6. Use a variety of design tools and materials to gain hand skills and explore their creative/expressive potential.
7. Become familiar with visual resources: books, magazines, and other publications for the graphic design field.
8. Learn about the World Wide Web/Internet as a graphics and information resource.
9. Learn to use the computer, laser printer, photocopy machine, light table, and other equipment for design work.
10. Gain an historical perspective of the important events, individuals and art/design movements relative to graphic design.
11. Develop the ability to make critical judgments and recognize good design solutions through participation in class critiques.
12. Become familiar with the vocabulary and terms used by designers.
13. Define health and safety issues that could arise from the use of artist's tools and materials.
14. Develop projects to build a design portfolio.

## Topics and Scope:

The primary intent of Art 51.1 is to lay the foundation for students wishing to pursue the study of graphic design while continuing to refine visual literacy and performance using a wide range of graphic media.

This includes:

1. Develop an understanding of visual communication concepts and problem solving for graphic design.
2. The ability to develop design work progressively from rough ideas to more resolved comprehensives.
3. The practice of design principles and visual elements central to art and graphic design.
4. The ability to make aesthetic decisions and judgements about design in the development of visual compositions.
5. The ability to perform specific techniques to demonstrate these elements (controlled freehand line drawings using pencil; mechanical drawings using pencil and drafting tools; accurate renderings using technical pen and ink; finished artwork using brush and paint; precisely assemble presentations using cutting tools, mat board and mounting adhesives; scale artwork and produce multi-color prints using the photocopier; produce finished comprehensives using computer, scanner, and laser printer).
6. The ability to intelligently use and care for the tools of Art 51.1 (pencils, technical pen, T-square, triangle, drawing board, pens, brushes, x-acto knife, scissors, inks, paints, markers, colored pencils, adhesives, various boards and art papers.)
7. The ability to integrate new technology into the design process (computers, scanner, laser printer, photocopier, etc.).

The scope and sequence of the course will be presented as follows:

1. Through lectures concerning the concepts, elements and historical precedents of art and design.
2. Through lecture/demonstrations of the proper use of materials and techniques.
3. Through student practice and demonstration of compositional, expressive, technical, and communication concepts.
4. Through evaluative one-on-one discussions with individual students.
5. Through group critique discussions and presentations of in-class and homework visual compositions.

Specific areas of study within Art 51.1 include:

1. Strategies and process to develop innovative solutions: understanding the problem, research, thumbnails, roughs, finished comprehensives, presentation and evaluation.
2. Basic concepts of pictographic communication and form recognition: distillation, simplification, reduction, exaggeration.
3. Establishing design hierarchy and visual syntax: order, focus, connection, direction.
4. Aesthetic organization and visual dynamics: proportion, size, weight, placement, margins, optical center.
5. Design principles: rhythm, harmony, contrast balance unity, repetition, anomaly, positive/negative.
6. Design elements line, shape, space, tone, value, color, texture, pattern.

7. Visual emphasis and impact: selecting, cropping, resizing, scaling, juxtaposition.
8. Metamorphosis concept: sequence, blending, transforming images.
9. Synergism concept. Letterform combined with pattern, texture and images.
10. Visual simultaneity. Letterform combined with pictograph.
11. Visual substitution. Letterform replaced by pictorial element.
12. Visual/verbal correspondence. Image = Word, Word = Image.
13. Gestalt principles for graphics design. Figure/ground, continuation, closure, proximity, and similarity.
14. Nonobjective symbols using Gestalt concepts and repeating basic geometric shapes.
15. Color as a major element in visual communication: visibility, association, symbolism, harmony.

### Assignment:

1. Create pictographs which express specific objects and concepts.
2. Transform one pictograph into another using the concept of metamorphosis.
3. Develop a pictorial symbol (such as an animal) using the concepts of evolution, simplification, modification, etc.
4. Develop a set of logotypes using several synergy concepts.
5. Create a word image using the visual/verbal correspondence concept.
6. Develop a universal geometric symbol using Gestalt principles.
7. Develop an identity system (business card, envelope, letterhead and a delivery van).
8. Design a postage stamp, flag, and a map for a mythical country.
9. Create a 3-dimensional form using only paper.
10. Create a poster design exploring the visual pun with an art historical reference.

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments and skill demonstrations are more appropriate for this course.

Writing  
0 - 0%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems

Problem solving  
10 - 30%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances

Skill Demonstrations  
10 - 30%

**Exams:** All forms of formal testing, other than skill performance exams.

None

Exams  
0 - 0%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

A PORTFOLIO OF COMPLETED WORK WILL BE MAJOR BASIS FOR COURSE GRADE. OTHER FACTORS: ATTENDANCE, EFFORT, GROWTH, AND CLASS PARTICIPATION.

Other Category  
40 - 80%

### **Representative Textbooks and Materials:**

Creativity for Graphic Design, Mark Oldach, North Light Books, 1995.

TypeFace Compendium, Max Hein, SRJC Syllabus, 1996.

Graphic Design Basics, Amy Arnston, Harcourt Brace Javanovich, 2nd ed., 1993.

A History of Graphic Design, Philip Meggs, Van Nostrand Reinhold, 2nd ed., 1990