

CATALOG INFORMATION

Dept and Nbr: GD 51

Title: INTRO TO GRAPHIC DESIGN

Full Title: Introduction to Graphic Design: Visual Basics

Last Reviewed: 12/10/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

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

Also Listed As:

Formerly:

**Catalog Description:**  
This course is an introduction to the field of graphic design. Students will explore various careers available in the industry, as well as the principles, concepts and protocols used for creating effective visual communication. Projects explore the creative development of graphic design ideas from start to finish.

**Prerequisites/Corequisites:**

**Recommended Preparation:**

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: This course is an introduction to the field of graphic design. Students will explore various careers available in the industry, as well as the principles, concepts and protocols used for creating effective visual communication. Projects explore the creative development of graphic design ideas from start to finish. (Grade Only)  
Prerequisites/Corequisites:

Recommended:  
Limits on Enrollment:  
Transfer Credit: CSU;  
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>	Transferable	Effective: Fall 2009	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion of the course, students will be able to:

1. Set up a student graphic design studio.
2. Identify and evaluate the various careers available in the graphic design field and determine areas that align best with his/her interests, personality, and skills.
3. Sketch graphic design concepts quickly using effective and dynamic visual shorthand for communication with clients and other graphic designers by creating basic thumbnails and rough sketches using professional development protocols and industry-recognized materials.
4. Analyze commercial visual communication projects and articulate how well the designer did using design principles, design elements, visual substitution, visual simultaneity, visual/verbal correspondence, aesthetic organization, color and visual impact where appropriate.
5. Apply the design principles; rhythm, harmony, contrast, balance, unity, repetition, anomaly, figure/ground, proportion, scale, proximity and hierarchy to graphic design assignments.
6. Apply the design elements: line, shape, space, tone, value, color, and texture effectively to graphic design assignments.
7. Produce graphic design projects that demonstrate an understanding of client criteria, the design process, the design brief, verbal with visual presentation of the project and evaluation of the outcomes.
8. Produce graphic design assignments using: 1) visual substitution: letterforms replaced by a pictorial element; 2) visual simultaneity: letterform combined with a pictorial image 3) visual/verbal correspondence: the image is the word; the word is the image.
9. Produce graphic design assignments establishing aesthetic organization and understanding of eye direction: proportion, size, placement, margins, optical center and focal point.
10. Produce graphic design assignments establishing color as a major element in visual communication: visibility, association, symbolism, and harmony.
11. Produce graphic design assignments creating visual impact: selecting, cropping, resizing, juxtaposition.
12. Use various resources: world wide web, books, journals, scrap files, nature, other design and

art disciplines and web inspiration sites such as Pinterest for research for use in design projects.

## **Topics and Scope:**

1. Setting up your student studio for success in graphic design.
2. Analyzing graphic design career options.
3. Sketching graphic design concepts quickly using effective and dynamic visual shorthand for communication with clients and other graphic designers by creating basic thumbnails and rough sketches using professional development protocols and industry recognized materials.
4. Analyzing commercial visual communication projects and articulating how well the designer did using design principles, design elements, visual substitution, visual simultaneity, visual/verbal correspondence, aesthetic organization, color and visual impact where appropriate.
5. Applying the design principles, rhythm, harmony, contrast, balance, unity, repetition, anomaly, figure/ground, proportion, scale, proximity and hierarchy to graphic design assignments.
6. Applying the design elements: line, shape, space, tone, value, color, and texture effectively to design project to graphic design assignments.
7. Producing graphic design projects that demonstrate an understanding of client criteria, the design process, the design brief, verbal with visual presentation of the project and evaluation of the outcomes.
8. Producing graphic design assignments using: 1) visual substitution: letterforms replaced by a pictorial element; 2) visual simultaneity: letterform combined with a pictorial image 3) visual/verbal correspondence: the image is the word; the word is the image.
9. Producing graphic design assignments establishing aesthetic organization and understanding of eye direction: proportion, size, placement, margins, optical center and focal point.
10. Producing graphic design assignments establishing color as a major element in visual communication: visibility, association, symbolism, and harmony.
11. Producing graphic design assignments creating visual impact: selecting, cropping, resizing, juxtaposition.
12. Using various resources: world wide web, books, journals, scrap files, nature, other design and art disciplines and web inspiration sites such as Pinterest for research for use in design projects.

## **Assignment:**

1. Photo of student studio set-up before/after.
2. Four page written career paper.
3. 6-18 Worksheets with written notes analyzing commercial visual communication projects and articulating how well the designer did in implementing design principles, design elements, visual substitution, visual simultaneity, visual/verbal correspondence, aesthetic organization, color and visual impact where appropriate.
4. Thumbnails and rough sketches using professional development protocols and industry recognized materials for appropriate assignments and projects.
5. 10-17 in-class assignments utilizing design principles and elements.
6. Three graphic design projects from concept to finished comprehensive such as: animal illustration, menu and poster exhibiting an understanding of client criteria, the design process, verbal with visual presentation of the project and evaluation of the outcomes.
7. A Pinterest board or similar web inspiration sharing project with research resources for graphic design displaying examples of commercial design.

## 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.

4 page paper on graphic design career; 1 page design brief; both to be graded for content, grammar, spelling and punctuation.

Writing  
5 - 20%

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

10-17 in class assignments; Pinterest board or similar web sharing project; 3 graphic design projects

Problem solving  
20 - 40%

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

3 graphic design projects

Skill Demonstrations  
40 - 50%

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

4-6 Quizzes

Exams  
5 - 15%

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

Class participation: 10-17 in class worksheets

Other Category  
0 - 15%

## Representative Textbooks and Materials:

Instructor prepared materials