GD 51 Course Outline as of Fall 2009

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	2.50	17.5	Lecture Scheduled	43.75
Minimum	3.00	Lab Scheduled	1.50	6	Lab Scheduled	26.25
		Contact DHR	0		Contact DHR	0
		Contact Total	4.00		Contact Total	70.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 87.50   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 print 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 print 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:

AS Degree:	**Area**		Effective:	Inactive:
CSU GE:	**Transfer Area**		Effective:	Inactive:
IGETC:	**Transfer Area**		Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 2009	Inactive:
UC Transfer:		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. Identify and evaluate the various careers available in the graphic design field and determine what field and determine what field aligns best with the student's interests, personality, and skills.
2. Evaluate visual communication projects and apply the design principles, rhythm, harmony, contrast, balance, unity, repetition, anomaly, positive/negative, proportion, scale, proximity, and hierarchy, using conceptual problem solving, creativity, strategic thinking and consumer based marketing techniques.
3. Produce graphic design projects that demonstrate an understanding of client criteria, the design process, computer applications and verbal presentation.
4. Use various resources: Internet, books, journals, scrap files, nature, other design and art disciplines for research for use in design projects.
5. Apply design elements: line, shape, space, tone, value, color, and texture effectively to design projects.
6. Use graphic design vocabulary, terminology, methodology and hand tools correctly.

Topics and Scope:

1. Introduction to current design and visual communication; setting up your studio for success in graphic design.
2. Graphic design career options.
3. The graphic design process: understanding the problem, research, thumbnails, roughs, finished comprehensives, presentation, and evaluation: setting up your presentation in PowerPoint.
4. Where to look for great ideas: Internet, books, journals, scrap files, nature, other design and art disciplines for research.
5. The client, the target audience and consumer based marketing: conceptual problem solving,

strategic thinking, and creativity.
6. How to present your work: physical and verbal presentation techniques.
7. The principles of design: rhythm, harmony, contrast, balance, unity, repetition, anomaly, positive/negative, proportion, scale, proximity and hierarchy.
8. The elements of design: line, shape, space, tone, value, color, texture.
9. Establishing design hierarchy and visual syntax: order, focus, connection, eye direction.
10. Using figure/ground, continuation, closure, proximity, and similarity in design.
11. Visual substitution: letterforms replaced by a pictorial element.
12. Visual simultaneity: letterform combined with pictorial image.
13. Visual/verbal correspondence: the image is the word; the word is the image.
14. Using metamorphosis: sequence, blending and transformation of images.
15. Using synergy, geometric gestalt, texture and pattern to create design
16. Establishing aesthetic organization: proportion, size, placement, margins, and optical center.
17. Color as a major element in visual communication: visibility, association, symbolism, and harmony.
18. Creating visual impact: selecting, cropping, resizing, juxtaposition.
19. Using wit and cultural icons to capture audience buy in.

Assignment:

1. Two-page written career assessment with pictorial cut paper collage to illustrate chosen career.
2. One-page written design brief.
3. Develop a design journal illustrating research resources for graphic design showing examples of design principles.
4. Collage using figure/ground, continuation, closure, proximity, and similarity in design.
5. Group project creating a series of signage projects.
6. A series of collages using metamorphosis: sequence, blending and transformation of images.
7. Photographic collage using synergy, geometric gestalt, texture, and pattern.
8. Final project: a collage poster.

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 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.

Studio set up; Career assessment evaluation with collage; Design brief; Design Journal of research resources; Visual substitutions/simultaneity: letters and images; Visual verbal correspondence	Problem solving 20 - 40%

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

	Skill Demonstrations
Design Principles Collage; Signage projects; Metamorphosis collages; Photographic collage; Poster	Skill Demonstrations 45 - 65%

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.

Attendance and participation	Other Category 0 - 15%

Representative Textbooks and Materials:
Instructor prepared materials