

CATALOG INFORMATION

Dept and Nbr: APGR 74            Title: DES GR NON-DESIGNER  
Full Title: Applied Design Graphics for the Non-Designer  
Last Reviewed: 1/28/2002

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	1.50	8	Lecture Scheduled	12.00
Minimum	1.00	Lab Scheduled	0.50	8	Lab Scheduled	4.00
		Contact DHR	0		Contact DHR	0
		Contact Total	2.00		Contact Total	16.00
		Non-contact DHR	1.00		Non-contact DHR	8.00

Total Out of Class Hours: 24.00

Total Student Learning Hours: 48.00

Title 5 Category: AA Degree Applicable  
Grading: P/NP Only  
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP  
Also Listed As:  
Formerly:

**Catalog Description:**  
Applied graphics design skills for the non-designer or general interest student. Explores principles of design, page layout, and typography.

**Prerequisites/Corequisites:**

**Recommended Preparation:**

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Applied graphic design skills for the non-designer or general interest student. Explores principles of design, page layout, and typography. (P/NP 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 2002	Inactive:	Fall 2011
<b>UC Transfer:</b>		Effective:		Inactive:	

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

The student will:

1. Produce legible and relevant design layouts using appropriate design formats with logical groupings of information.
2. Explain the basic principles of graphic design: focal point, balance, proximity, alignment, repetition, and contrast.
3. Describe the most common categories of typography: oldstyle, modern, slab serif, sans serif, script, and decorative type.
4. Apply the various contrasts of typestyles: size, weight, structure form, direction, and color to a design layout.
5. Explain proximity, alignment, repetition, and contrast related to images and image placement.
6. Create formats that demonstrate an understanding of design principles and appropriate placement of images.
7. Re-arrange unsuccessful design formats toward better results.
8. Recognize and produce successful design enhancements, e.g., borders, bullets, boxes, reverse type and images.
9. Research and exhibit examples of successful uses of type.
10. Combine a variety of typestyles as they apply to legibility.
11. Associate styles and weights of typestyles.
12. Determine and produce examples of basic type alignment.
13. Describe the process of developing creativity and utilizing it for enhanced design concepts.

### **Topics and Scope:**

#### **A. The Principles of Design:**

1. Identification of a focal point for emphasis.
2. Grouping related items together as they form proximity.
3. Conscious visual connection between design elements through alignment.
4. Value of repeating chosen aspects of design throughout the entire

- piece for consistency.
5. Effectiveness of contrast to add visual interest to the page, encouraging attention of the viewer.
  6. Review and utilization of these principles to effectively produce design formats with impact and relevance.
- B. The History and Application of the most common categories of typography: oldstyle, modern, slab serif, sans serif, script, and decorative type:
1. Oldstyle, based upon the hand lettering of scribes, with stress/angles, thick and thin transition, contrast.
  2. Modern, based upon trends, cultural changes, and printing techniques.
  3. Slab Serif, based upon contemporary advertising, legibility.
  4. Sans Serif, based upon the evolution of current typography, and the impact of the Bauhaus relative to the post war applications.
  5. Script, based upon appropriateness and legibility.
  6. Decorative, based upon headlines, attention, and emphasis.
- C. The Uses of Typography:
1. Necessity and value of utilizing type as a building block of the printed page.
  2. Concordant relationship of page layout and arrangement by emphasizing only one type family.
  3. Conflicting relationship occurring from a combination of similar typefaces.
  4. Contrasting relationship which results from combining separate typefaces and elements distinct from one another.
  5. Value of size and weight of typefaces and styles.
- D. The Successful Applications of Visual Communication:
1. Design process: research, thumbnails/visual brainstorming, roughs, finished art.
  2. Identification of irrelevant design formats.
  3. Creating an effective layout.
  4. The grid system.
  5. Flyers, announcements, brochures, newsletters, logos/identities, and business systems.

### **Assignment:**

1. Produce a black and white exercise demonstrating design organization principles.
2. Provide weekly design examples for review, critique and analysis.
3. Design and produce a one-page flyer using principles of design organization.
4. Create a decorative type headline.
5. Create and produce an announcement combining two typestyles.
6. Research and analyze logos and logotype design.
7. Produce a basic typographical logo.
8. Produce a basic image logo.
9. Produce a personal identity.
10. Analyze a retail advertising design format and write a brief critique.
11. Reconstruct an existent retail advertisement for improved design capabilities.

## 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.

Written homework, Lab reports

Writing  
10 - 20%

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

Homework problems, Field work, Lab reports

Problem solving  
10 - 30%

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

Class performances

Skill Demonstrations  
20 - 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.

CLASS PARTICIPATION

Other Category  
20 - 40%

## Representative Textbooks and Materials:

The Non-Designer's Design Book, by Robin Williams - Peach Pit Press, 1994.

The Mac is Not a Typewriter, by Robin Williams - Peach Pit Press, 2002.

The PC is not a typewriter by Robin Williams - Peach Pit Press, 1995.

Step by Step Graphics Magazine (Monthly).

Print Magazine (Monthly).

Communication Arts Magazine (Bi-Monthly).