Course Description

In this course students explore the creative process involved in the development of a multi-faceted design project. The course is conceptual in nature that employs a disciplined and systematic approach to the development a corporate identity for a new company or product. This will begin with a logo and then expand to the design of a variety of communications products such as publications, uniforms, signage, web site prototypes and/or packaging. The general principles of graphic design learned in other courses will be covered, such as, figure ground relationships, use of the grid system, page layout, typography and symbolism and applied to a wide range of project solutions.

Prerequisites: none
Co-requisite: Art 86 or departmental permission

Course Materials

Blackboard/ePortfolio Class Site

Course Learning Outcomes

1. Demonstrate the professional process used to plan, analyze, create and evaluate visual solutions to communication problems.
2. Demonstrate the ability to develop a visual identity across a series of interrelated graphic design projects.
3. Demonstrate proficiency in the use of industry standard software to create singular and multi-page documents.
4. Apply typographic principles, such as measurement, optical adjustment, hierarchy, legibility, and content organization in the successful integration of type into layouts and designs.
5. Demonstrate proficiency in the use of typographic concepts, such as hierarchy, use of the grid, type selection, to create a multi-page manual.
6. Demonstrate the advanced use of typography, digital imaging, color and, composition.
7. Demonstrate advanced presentation skills, including trimming, printing, sequential layouts, and binding to produce mockups.
8. Demonstrate the ability to articulate ideas and concepts to clients, self-assess and self-select successful work, and readiness to enter the workforce in an entry-level position.

Course Grade and Attendance Policy

It is crucial that you attend every class. Excessive absence or lateness may result in lowering of grade. Students must complete all class work and meet all assignment deadlines.

Attendance 10 %
Class participation 10 %
Timely completion of assignments 10 %
Projects 70%

General Education Goal

Communication: Use reading, writing, listening and speaking to find, interpret, and communicate information in various modes, including aesthetic, symbolic and graphic.