Lecture Contact Hours: 32-36; Homework Hours: 64-72;
Laboratory Contact Hours: 48-54; Homework Hours: 0;
Total Student Learning Hours: 144-162

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

GRAPHIC DESIGN 110 – GRAPHIC DESIGN PRINCIPLES

2 hours lecture, 3 hours laboratory, 3 units

Catalog Description
Explores the fundamental concepts of graphic design and visual communication. Basic concepts, principles and elements of design are reinforced through creative problem solving. Text and visual elements such as photos and illustrations are integrated to create appropriate and aesthetic solutions to print graphics problems. Students will investigate career options and begin portfolio development.

Prerequisite
"C" grade or higher or "Pass" in GD 105 or equivalent or two years verifiable industry experience

Recommended Preparation
"C" grade or higher or "Pass" in ART 124 or equivalent

Entrance Skills
Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:
1) Create various design projects using computers and design software.
2) Apply the design principles and design process to create finished layouts.
3) Enhance designs by importing and enhancing digital images.
4) Identify the proper use of color modes for CMYK and RGB
5) Manage file size and formats when using raster and vector graphics.
6) Use proper type styles, sizes, and weights in web and print design.
7) Describe the principles of design used in composition.
8) Describe the type fonts used in design by family, style, size, and weight.
9) Demonstrate the legal and ethical respect for copyrighted material.

Course Content
1) Introduction to concepts and practices of graphic design
2) Development of image and layout skills in print graphics
3) Use of photos and illustration in visual communications
4) Use of elements of two-dimensional design in layout and logo development
5) Introduction to typography (terms, structure, hierarchy, and use in various layouts)
6) Design and production of a range of graphic design solutions
7) Use of digital and traditional tools of design
8) Verbal skill development related to graphic design
9) Portfolio development and presentation practices

Course Objectives
Students will be able to:
1) Identify career options in graphic design and related fields.
2) Recognize and identify major art and design movements that have influenced graphic design.
3) Describe the relationship of graphic designer to client and the designer's role of meeting the needs of clients.
4) Effectively use terminology used in graphic design production.

5) Identify and effectively use raster and vector imagery.
6) Identify and apply basic scanning and proper resolution for manipulating images.
7) Describe copyrights as applied to graphic design.
8) Evaluate and verify effective design solutions.
9) Apply sequential design concept development utilizing thumbnail sketches, roughs and comprehensive layouts.
10) Propose and develop monotone and color design solutions.
11) Design and produce graphics in proper formats.
12) Identify and apply current digital production techniques.
13) Demonstrate written and verbal communication skills.
14) Develop a professional portfolio.
15) Use proper tools create print presentations.
16) Choose and efficiently use computer software appropriate for a specific task.

Method of Evaluation
A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.
1) Discussions that measure students' ability to use design terminology and explain design and technology concepts.
2) Authentic assessment that measure students' ability to use computer applications to solve real-life graphic design problems.
3) Exercises that demonstrate effective visual problem-solving techniques based on criteria specified by the instructor.
4) Exercises that require skillful use of hardware and software applications and include use of scanning or digital photography.
5) Critiques that require students to analyze and discuss successful design solutions.
6) Critiques that require students to verbalize and apply feedback to improve work based on criteria specified by the instructor.
7) Exercises that require students to use hands on techniques to create presentations for print graphics.

Special Materials Required of Student
Rulers, tracing paper, markers, Xacto knife with blades, adhesives, mat or presentation board, removable digital storage device (USB drive)

Minimum Instructional Facilities
Lab/studio with Smartcart, large, flat work tables, student art desks and chairs, flat files, storage cabinets, large wall spaces with bulletin boards, marker boards, bright lighting, adequate ventilation, vented spray booth, light box, paper cutter, mat cutter, pencil sharpeners, computers, software, input devices, graphic tablets, printers, scanners and digital cameras

Method of Instruction
1) Lecture and demonstration
2) Analysis of examples of graphic designs
3) Individual student conferences
4) Student presentations, design exhibitions
5) Instructor/student critiques

Out-of-Class Assignments
Research concepts for new assignments and write a brainstorming list of ideas for the project

Texts and References

1) Required (representative example): None
2) Supplemental: Graphic Design Manual:
   a. Principles and Practice by Armin Hofmann, 2001.
   b. Graphic Design: The New Basics, Ellen Lupton, Princeton Architectural Press, 2019.
   c. Principles of Two-Dimensional Design, Wucius Wong, Wiley, 1972.

Exit Skills
Students having successfully completed this course exit with the following skills, competencies and/or knowledge:
1) Basic understanding of the relationship of graphic designer to client and meeting the needs of clients.
2) Awareness of the various design forms required by business (i.e., logos, posters, advertisements, packaging, etc.).
3) Use design elements and principles to create aesthetic compositions.
4) Apply creative problem-solving techniques to develop aesthetic and functional solutions to graphic design problems.
5) Apply the design process utilizing thumbnail sketches, roughs and comprehensive layouts.
6) Use traditional tools such as knives, rulers and adhesives.
7) Choose and efficiently use computer software appropriate for a specific task.
8) Understanding and use of the copyright law in selecting images to be used in design projects.
9) Develop a graphic design portfolio.

Student Learning Outcomes
Upon successful completion of this course, students will be able to:
1) Evaluate effective solutions using the principles and practices of communicative design.
2) Employ an applicable design process when planning and executing the design solution.
3) Apply industry-standard processes and best practices when planning and executing a final design.