

GRAPHIC DESIGN I

I. Course Description:

This course focuses on fundamental concepts and visual communication skills necessary for graphic design. Requires the creation of single and multiple page documents, both in B&W and color, covering document construction, integration of word processing programs, working with images and typography, custom colors and standard output. Introduction to the production of printed materials using illustrations and image manipulation software via computers.

II. Prerequisite:

Drawing I, 2-D Design, and 3-D Design, previous computer operation experience.

III. Credit Hours:

Three (3) A studio class meeting six (6) clock hours per week

IV. Media:

A computer based course working with both raster and vector software such as, but not limited to, Photoshop/Painter, Illustrator/Freehand, and QuarkXpress.

V. Concepts and skills should include but not be limited to:

- Application of basic principles of graphic design. Demonstrate control of graphic form, positive/negative space, modularity, form/counter form, proximity, continuation, transparency, overlapping, rhythm, color, and type/image relationships.
- Make educated and effective choices when working with typography. Generate visual hierarchies which include typography. Set legible type without spelling and grammatical errors.
- Have a thorough understanding of the production and design processes of printed materials.
- Have a thorough understanding and application of computer software utilized by the graphic design profession.
- Begin the development of client based design decisions that seek to solve visual communication problems individually or as a design group/team.
- Develop and maintain a digital/visual portfolio.

VI. Critical Analysis:

Appropriate integration of design and technique, form and content
Class and individual critiques

VII. Historical Reference:

Examples of both computer and non-computer art as models for reference

VIII. Suggested References:

Project Illustrator – Thompson

Project Photoshop – Thompson

Graphic Design Basics – Arntson

Adobe Photoshop - The Waite Group

Photoshop & Illustrator Classroom-in-a-Book

Quick Start Series and Software Manuals - Peachpit Publications

There is an expectation that all studio-based courses include appropriate instruction in the health and safety issues relative to the methods of the course and the materials being used.

Adopted by IHEAA, 4/11/03

Endorsed by IAI Art Major Panel, _____

The Illinois Higher Education (IHEAA) and the IAI Art Major Panel both recognize that each discipline within the an art program has specific objectives that are routinely formulated by each faculty member during the course of teaching a class. It is not the intention of these skills and content outlines to impose specific course objectives or approach or to prescribe projects which is the domain of each individual instructor. These skills and content outlines, however, are intended to suggest a set of minimum expectations or standards from which specific individual objectives and approaches can be developed. Instructors may provide additional experiences, content and skills, but they should cover what is outlined to assure continuity among courses with similar titles.