

COURSE SYLLABUS

Course Title:	Visual Communications	Date submitted:	May 2019 (AAC:19-25)	
Department:	Arts & Media			
Curriculum:	Graphic Design			
Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	Course Code: (eg. ACC 101)	GRA*200	Prerequisites: C- or better in Design Principles (GRA*101) C- or better in Introduction to Computer Graphics (GRA*110)	
	Course Type:	Z		
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio			
	Elective Type:	FA/G/LAS	Corequisites: None	
	AH: Art History E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science			
	Credit Hours:	3		
	Developmental: (yes/no)	No		
	Contact Hours:	Lecture: 2		
		Clinical: 0		
		Lab: 0		
	Studio: 2			
	Other: 0			
	TOTAL:			
Class Maximum:	20	Other Requirements: None		
Semesters Offered:				
Catalog Course Description:	Typography and problem-solving in the field of graphic communications. Focus will be on the use of typography and image in preparing solutions to graphic design problems. Design process, methods, materials, and conceptual idea development are introduced and applied to the creation of visual communications using both traditional and computer graphics mediums (Adobe Illustrator & Photoshop). Projects range from experimental type arrangements, compositions, and symbol designs to the pragmatic application of typography and image in design and layout.			
Topical Outline: List course content in outline format.	<ol style="list-style-type: none"> 1. Overview of the impact, uses, and applications of Graphic Design 2. Overview of the Graphic Design Profession 3. The design process <ol style="list-style-type: none"> A. Thumbnails, comps, presentation, criticism, evaluation, refinement, and production 4. Design visualization <ol style="list-style-type: none"> A. Traditional vs. computer techniques 5. Introduction to typography <ol style="list-style-type: none"> A. Classification and identification 			

- B. Use of typography
- C. Type terminology
- 6. The use of type as a design element
 - A. Exploring design principles, typefaces and letterforms
PROJECT – letterform collage/layout
PROJECT – figure/ground letterform design
- 7. Using type expressively
 - A. Exploring the choice and manipulation of type to communicate an idea
PROJECT – expressive word
- 8. Graphic symbol design
 - A. Graphic interpretation and the creation of logo/symbol design
PROJECT – graphic symbol series
- 9. Log design
 - A. Combining graphic interpretations and letterforms
PROJECT – logo design with word/initials and image
- 10. Type choice and layout
 - A. Emphasis, information sequence (hierarchy), structure, and typographic style selection in page composition and content communication
PROJECT – book title typographic design
- 11. The relationship between type and image
 - A. Combining type with image in visual communications
PROJECT – type and image page layout
- 12. Portfolio presentation

NOTE: Projects listed to address particular topics are suggestions, not mandated.

Upon successful completion of this course, the student will be able to do the following:

COURSE:

Through a series of lectures, demonstrations, and projects, students will learn and apply the basic principles of visual communication. Depending on level of successful completion of the course, students will be able to analyze a visual communication problem, develop a concept, and create and successfully output a well designed and technically accurate design solution that incorporates basic typography, layout/composition, image (when appropriate), and related technical processes using both traditional and computer mediums — specifically Adobe Illustrator and Photoshop. In this effort, students will:

1. acquire a basic knowledge of the creative uses of typography in design through analysis and critique of existing design pieces, and the creation of original visual communication designs
2. identify basic type styles and components of typography, understand typographic measurement systems, typographic and layout terminology
3. analyze a visual communication problem, develop visual concepts, and create effective design solutions
4. create type-based compositions that apply visual hierarchy to communicate information effectively and in a specified sequence
5. demonstrate an ability to use typography styles to effectively support the content of a design, type manipulation and the expressive qualities of type to enhance the communication of a concept or idea
6. create compositions that use color, type, and image to effectively communicate the content of a design
7. create symbols and logos using letterforms and graphic illustrations.

Outcomes:

Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.

8. Be aware of the function and impact of design, and the design profession
9. demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects
10. effectively communicate an understanding of design concepts, processes, and techniques, using the “language” of design
11. present a portfolio of work showing knowledge and application of concepts, processes, and techniques presented during the course.

PROGRAM: *(Numbering reflects Program Outcomes as they appear in the college catalog)*

Depending upon level of successful completion of coursework within the program, students will - at the beginner level:

VISUAL LITERACY AND CREATIVE EXPRESSION

2. Identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems.
3. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

VISUAL COMMUNICATION, CONCEPTUAL AND CRITICAL THINKING

4. Understand the function and impact of design, and the roll of the design profession in our society.
5. Be able to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to client and audience needs through symbol and image creation, graphic illustration, paper selection, color, typography, and page composition.
6. Effectively communicate an understanding of design concepts, processes, and techniques using the “language” of design.

MEDIA AND TECHNICAL SKILLS

7. Gain competence in the Macintosh OS, file storage and retrieval, network navigation, and the output of digital images and designs.
8. Acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image.

PROFESSIONAL PRACTICE

11. Demonstrate knowledge of design project goals, be able to set priorities to meet milestones for project completion, and show the ability to revise and refine designs based on ongoing evaluation.
12. Present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and application of the concepts, skills, and techniques presented in courses during the program.

GENERAL EDUCATION: *(Numbering reflects General Education Outcomes as they appear in the college catalog)*

1. **Aesthetic Dimensions** - Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.
 - Demonstrates:** Identifies and describes formal aspects, historical or cultural context, and aesthetic elements of the genre with clarity and appropriate vocabulary.
 - Does Not Demonstrate:** Unable to clearly identify and describe the formal aspects, historical context, and aesthetic elements of the genre.

Evaluation:

List how the above outcomes will be assessed.

Assessment will be based on the following criteria:

A student’s creative ability, knowledge of design issues, technical skills, quality of execution, and presentation of work as determined through:

<p>Instructional Resources:</p> <p>List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p>	<p>Required:</p> <p>Graphic Design studio</p> <ol style="list-style-type: none"> 1. 20 student Macintosh computer workstations with color monitor/digitizing tablets/keyboard/mouse/color flatbed scanners, with current version of Macintosh OS and utility software. 2. Instructor workstation with permanently attached color projection system 3. Computer network (Ethernet 10BaseT min.) with file server setup for student and instructor storage, and print spooling 4. Software used in the course – Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Adobe Flash (current verions) 5. Letter and tabloid size black & white, and color Postscript laser printers 6. Large format color Postscript inkjet printers 7. Permanently mounted 35mm slide projector 8. 35mm slide scanner 9. Paper cutters and light tables <p>Desired:</p>
<p>Textbook(s)</p>	<p>Graphic Design Basics, Amy Arnston</p>