

class days & time: _____ **Prerequisites:** Art 1233 2D Design, Art 2013 Computer Apps

Description: An overview of graphic design history, visual principles, and tools used by graphic designers. Analysis and production of designs for varying media.

Purpose: Graphic design is the art of visualizing ideas. This course will provide an exposure to and understanding of basic visual principals and tools used by graphic designers and artists. attention is given to general techniques and the language of the designer. You will learn theoretical and practical approaches to visual communication; using materials and processes from basic hand skills to computer graphics programs.

Expected course outcomes: to develop confidence and innovative design thinking, leading to effective visual communication. to learn by the analysis of problems and possible solutions using composition, typography, images and space. you will be expected to achieve the following objectives:

1. Identify and creatively approach a wide variety of design problems
2. Become more experienced in the exercise of person creativity and conceptualization in graphic design
3. Acquire a working knowledge of the technology (hardware and software) used by professional graphic designers.
4. Develop a working knowledge of production and design skills used in the business world.
5. Develop the ability to discuss and defend your own work and exercise critical thinking in the examination of others work.

Instructional procedures: the main instructional strategy is lecture, exercises, assignments and quizzes that will require you to develop skills in creating visual solutions to the specific problems. Additional instructional methods include, but are not limited to, the following: team projects, group discussion, display examples and general instructional comments during working sessions. group critiques will be used at various stages of each assignment for the purpose of training students in developing the important verbal skills of explaining the reasons behind their solutions.

- Policies:**
- > All coursework must be created by you **within the time-frame of the class**
 - > You **may not** reuse work previously turned in to another class
 - > Work containing nudity, profanity, stereotypical/degrading images of a racial or sexual nature **will not be accepted for grading.**
 - > Profanity in the classroom **will not** be tolerated.
 - > Electronic devices **must be turned off** during class time. (i.e. cell phones, music devices, etc.)

Student performance activities: regular attendance for the full class period is expected. Absences on key dates such as critiques, presentations or assignment hand-in days will severely affect your grade. Three or more unexcused absences will be considered excessive. Four absences will lower your overall grade one letter. Five absences will lower your grade two letters, and six or more absences will be considered a failing grade.

New assignments, presentations or demonstrations **will not be repeated**. There will be no make-ups for missed critique presentations or quizzes. Tardies are distracting, also, some critiques are given at the first of the class period, so make every effort to be in class on time.

Assignment due dates: a due date will be given for each assignment. Any work turned in after the designated date and time will be considered late. Late assignments lose the equivalent of one letter grade.

Student evaluation: you will be given grading criteria for each assignment as they will vary according to concept and content. each assignment or quiz will be graded on a 100-point scale as follows:

100-90=A

89-80=B

79-70=C

69-60=D

below 60=F

All grades will be averaged to arrive at your final grade. You must attend the entire course and submit, in proper form, examples of all the course assignments to be credited with the course.

If you are concerned about your standing in the class or any matter relevant to your work or program, you may visit with me in my office which is located in the **Fine Arts Annex, Room 204. Office/Lab hours are posted on my door. If I am not in my office check the computer lab in room 202**

Final exam: _____

BlackBoard: Course assignments, documents, notes and materials will be posted on Blackboard. Students should check Blackboard weekly, download relevant materials, print documents and bring them to class. Students are also required to keep their Blackboard contact information updated as class communication will occur through blackboard.

Compliance: by enrolling in this class, you agree to comply with the policies and procedures outlined above.

ADA Compliance: If any member of the class feels that he/she has a disability and needs special accommodations, please advise the instructor of such disability at the first class attended.