

COURSE OUTLINE

Art 134 Graphic Design Foundations

Catalog Statement

Art 134 is an introduction to the tools and techniques of graphic design problem solving. The history of graphic design is integrated as a foundation for current technique. Adobe InDesign on the Macintosh platform is the primary software utilized for the final production of assigned projects. Students explore aspects of graphic imagery, typography, and layout. The creation of portfolio level work is stressed throughout the course. Presentation skills necessary to communicate with future clients are introduced. Critiques focus on appropriate solutions, visual interest, and craftsmanship.

Total Lecture Units: 2.0

Total Laboratory Units: 1.0

Total Course Units: 3.0

Total Lecture Hours: 32.0

Total Laboratory Hours: 48.0

Total Laboratory Hours To Be Arranged: 0.0

Total Faculty Contact Hours: 80.0

Prerequisite: ART 132 or equivalent

Recommended Preparation: ART 133 or equivalent, PHOTO 121 or equivalent

Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

- explore the impact of typographic solutions within visual communication;
- develop an aesthetic appreciation of typography as both text and display;
- exhibit a basic understanding of various visual problem-solving methods;
- create an illustration using values of black and white, one-color, two-color, and multi-color;
- define basic digital illustration tools;
- identify digital imaging fundamentals;
- apply open, create, resize, and save image methods.

Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

- explain foundation level graphic design concepts;
- relate a functional knowledge and understanding of graphic design project creation;
- outline a practical overview and understanding of client requirements;
- delineate a functional understanding of relevant graphic design standards.

Course Content

Total Faculty Contact Hours = 80.0

Introduction (2 hours)

- Course orientation
- Graphic design orientation

Strategy and Concept (5 hours)

- Create unified voice
- Typographic directives
- Purposeful color
- Visual pacing
- Creating universality

Form and Space (3 hours)

- The shape of space
- Positive and negative space page layout
- Connecting form and meaning
- Static and dynamic page design
 - Geometric form
 - Organic form

Compositional Strategies (3 hours)

- Activating space
- Compositional contrast
- Proportional systems
- Mixing image styles
- Word and image

Color Fundamentals (2 hours)

- Color conditions
- Hue, saturation, value, and temperature
- Cohesive color
- Color form and meaning
 - Color proportioning
 - Limited color systems

Choosing Type (3 hours)

- Typographic concepts
- Optics of spacing
- Type sizes
- Visual variations

Typographic Communication (2 hours)

- Feeling or mood
- Combining type styles
- Character count, leading and paragraph widths
- Alignment logic
- Text typography

Typographic Navigation (2 hours)

- Typographic color
- Language texture
- Alignment, masses, and voids
- Establishing hierarchy
- Unity and distinction

Graphic Design Imagery (2 hours)

- What images are
- Abstraction and representation
- Image modes and mediation

Graphic Design and Illustration (2 hours)

- Drawing and painting
- Medium and message
- Graphic translation
- Collage: old and new

Beyond Illustration (2 hours)

- Photography

The Grid (2 hours)

- Grid types
 - Column grid
 - Modular grid
 - Grid hybrids and combinations
- Grid development
 - Grid by image
 - Grid by text
 - Column logic and rhythm on a grid

Presentation (2 hours)

- Presentation and portfolio structures
- Client dialogue

Laboratory Content (48 hours)

- Image scavenging vs. originality (6 hours)
- Graphic design metaphor (6 hours)
- Changing color changing meaning (4 hours)
- Client and user requirements (6 hours)
- Typographic structure, detail, and navigation (8 hours)
- Demonstrating variation and violation (6 hours)
- Workflow (6 hours)
- Presentation techniques (6 hours)

Methods of Instruction

The following methods of instruction may be used in the course:

- lecture/demonstration;
- discussion;
- individual or group student presentations.

Out of Class Assignments

The following out of class assignments may be used in the course:

- preliminaries (e.g. show examples of sketches, and any preliminary versions of the project)
- research projects (e.g. design a cover for a graphic novel or a particular genre based on researching the style and period);
- topic driven assignments (e.g. demonstrating use of grid).

Methods of Evaluation

The following methods of evaluation may be used in the course:

- journal;
- quizzes;
- midterm;
- final applied practicum;
- topic driven assignments;
- critique.

Textbook(s)

Meggs, Phillip B., and Purvis, Alston W. *Meggs' History of Graphic Design*. 5th Edition. Hoboken: John Wiley, 2012. Print.

11th Grade Textbook Reading Level. ISBN: 978-0470168738.

Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:

- develop solutions to assignments incorporating the critical elements of Graphic Design;
- demonstrate knowledge and technical skill in foundation level Graphic Design elements and concepts.