



## DART 101 - Graphic Design Foundations Course Outline

Approval Date: 04/11/2019

Effective Date: 08/10/2020

### SECTION A

**Unique ID Number** CCC000604243

**Discipline(s)** Art  
Commercial Art  
Graphic Arts

**Division** Arts and Humanities

**Subject Area** Digital Art and Design

**Subject Code** DART

**Course Number** 101

**Course Title** Graphic Design Foundations

**TOP Code/SAM Code** 1002.00 - Art/Art Studies, General / E - Non-Occupational

**Rationale for adding this course to the curriculum** New Course for Graphic Design AA and AA-T.

**Units** 3

**Cross List** N/A

**Typical Course Weeks** 18

### Total Instructional Hours

#### Contact Hours

**Lecture** 0.00

**Lab** 0.00

**Activity** 108.00

**Work Experience** 0.00

**Outside of Class Hours** 54.00

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**Total Contact Hours** 108

**Total Student Hours** 162

**Open Entry/Open Exit** No

**Maximum Enrollment**

**Grading Option** Letter Grade or P/NP

**Distance Education Mode of Instruction** On-Campus

## **SECTION B**

### **General Education Information:**

#### **CSU Transferable:**

CSU Transferable

**Approved on:**Fall 2020

#### **CSU GE Area C: Arts, Literature, Philosophy and Foreign Languages:**

C1 - Arts, Dance, Music, Theater

**Approved on:**Fall 2020

#### **UC Transferable:**

UC Transferable

**Approved on:**Fall 2020

## **SECTION C**

### **Course Description**

**Repeatability** May be repeated 0 times

**Catalog** Graphic Design Foundations is an introductory course with emphasis on the

**Description** foundations of the Graphic Arts. Course content includes concept development, design processes, production, presentation, technical skills in both traditional and digital media, and solving visual communication problems. Projects include lettering/typography and layout/composition.

**Schedule**  
**Description**

## **SECTION D**

### **Condition on Enrollment**

**1a. Prerequisite(s):** *None*

**1b. Corequisite(s):** *None*

**1c. Recommended:** *None*

**1d. Limitation on Enrollment:** *None*

## **SECTION E**

### **Course Outline Information**

#### **1. Student Learning Outcomes:**

- A. Apply the basic elements and principles of Art and Design to created works
- B. Assess, describe and create finished Graphic Design pieces in traditional and digital media that engage and build on historic, cultural, and contemporary design practices and processes.
- C. Critique, analyze and evaluate conceptual and formal properties in completed Graphic Design projects, as well as professional visual communications designs from different cultures, and contemporary and historic periods.

#### **2. Course Objectives:** Upon completion of this course, the student will be able to:

- A. Create visual solutions for visual problems through an understanding of elements and principles of 2D and 3D Art and Design, visual communication, typography, story telling and symbology.

- B. Understand and develop design processes such as research, concept, design, technique
- C. Critique, analyze, and evaluate work and receive criticism from others both in writing and orally.
- D. Understand contemporary Graphic Design processes, professional practices, methodology, trends, and theories.
- E. Demonstrate proficiency in using various traditional and digital techniques and mediums to create and complete designs.
- F.

### 3. Course Content

- A. Design Process for both traditional and digital mediums - research, visual concept, design development, professional production and presentation, critique
- B. Applying elements and principles of Art specific to Graphic Design projects and exercises such as hierarchy, the grid, golden ratio, juxtaposition, type and imagery, layout, symbology
- C. Typography - history, use, current trends, fonts, with imagery, styles, in layout, terminology, logos
- D. Introduction and development of skills using a variety of techniques and mediums, including time-based media, traditional, digital and 3D design
- E. Class and group critiques of in-process and completed work
- F. Graphic Design professions and topics such as advertising, package design, digital design, user-experience, branding and marketing
- G. Graphic Design history and contemporary design across cultures
- H.

### 4. Methods of Instruction:

**Critique:** Oral or written critiques analyzing finished examples of student work related to specific course assignments. Peer critique of in-process design concepts

**Discussion:** Class and group discussions relevant to lectures

**Individualized Instruction:** Individual meetings with instructor to improve performance in specific areas such as professional presentation of projects Individual portfolio review

**Lab:** Collaborate with others on brainstorming sessions Work on digital tools for design

**Lecture:** Lecture on the history of Graphic Design Lecture on contemporary designers and design and its relation to historic and cultural styles

**Projects:** Exercises that focus on research and conceptualization Projects that analyze, define, and solve visual problems through visual communications

### 5. Methods of Evaluation: Describe the general types of evaluations for this course and provide at least two, specific examples.

#### Typical classroom assessment techniques

Quizzes -- Terminology quiz Identification of Graphic Design styles quiz

Research Projects -- Research Bauhaus design Research history of poster design

Oral Presentation -- Present completed work to class Presentation of art historic style or Graphic Designer

Projects -- Design exercises that focus demonstrating an understanding of elements and principles of Art and Design Design exercises that integrate type and image

Class Work -- Analyze formal and conceptual elements of Post-Modern Design Thumbnail sketching, roughs/comps, practicing techniques

Home Work -- Watch video tutorial on basic digital tools in graphic design Research and prepare presentation on graphic design fields

Lab Activities -- Create a collage emphasizing conceptual and formal juxtaposition using

magazines Collaborate with others on designing a logo and presenting the design to a panel of peers

Letter Grade or P/NP

**6. Assignments:** State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. Reading Assignments

Read an assigned text about graphic design terminology and its applications in professionally produced works

Read an assigned historical article about a graphic design style

B. Writing Assignments

Write an essay using critical thinking that analyzes the conceptual and formal properties of a professionally produced design

Write a response that critically analyzes a assigned historical article

C. Other Assignments

Design a piece based on various composition tools such as golden ratio, the grid, or hierarchy.

Design an advertising piece that juxtaposes two different graphic design styles

**7. Required Materials**

**A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.**

Book #1:

Author: White, A. W.  
Title: The Elements of Graphic Design  
Publisher: Allsworth Press  
Date of Publication: 2011  
Edition: 2nd

Book #2:

Author: Evans, Poppy  
Title: Exploring the Elements of Design  
Publisher: Cengage Learning  
Date of Publication: 2012  
Edition: 3rd

Book #3:

Author: Landa, Robin  
Title: Graphic Design Solutions  
Publisher: Cengage Learning  
Date of Publication: 2018  
Edition: 6th

**B. Other required materials/supplies.**

- Sketchbook, graphite pencils, exacto blades, ink pens, color pencils or markers, non-photo blue pencil, cutting mat