

DART-101: GRAPHIC DESIGN FOUNDATIONS

Effective Term

Fall 2020

BOT Approval

04/11/2019

SECTION A - Course Data Elements**CB04 Credit Status**

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Art (Master's Degree)	Or
Commercial Art (Any Degree and Professional Experience)	Or
Graphic Arts (Desktop publishing) (Any Degree and Professional Experience)	

Subject Code

DART - Digital Art

Course Number

101

Department

Digital Art

Division

Arts and Humanities (ARAH)

Full Course Title

Graphic Design Foundations

Short Title

Graphic Design Foundations

CB03 TOP Code

1002.00 - Art

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

E - Non-Occupational

Rationale

New Course for Graphic Design AA and AA-T.

SECTION B - Course Description**Catalog Course Description**

Graphic Design Foundations is an introductory course with emphasis on the 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.

SECTION C - Conditions on Enrollment**Open Entry/Open Exit**

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites**SECTION D - Course Standards****Is this course variable unit?**

No

Units

3.00

Activity Hours

108.00

Outside of Class Hours

54

Total Contact Hours

108

Total Student Hours

162

Distance Education Approval**Is this course offered through Distance Education?**

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent

SECTION E - Course Content**Student Learning Outcomes**

Upon satisfactory completion of the course, students will be able to:	
1.	Apply the basic elements and principles of Art and Design to created works.
2.	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.
3.	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.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Create visual solutions for visual problems through an understanding of elements and principles of 2D and 3D Art and Design, visual communication, typography, storytelling and symbology.
2.	Understand and develop design processes such as research, concept, design, technique.
3.	Critique, analyze, and evaluate work and receive criticism from others both in writing and orally.
4.	Understand contemporary Graphic Design processes, professional practices, methodology, trends, and theories.

5. Demonstrate proficiency in using various traditional and digital techniques and mediums to create and complete designs.

Course Content

1. Design Process for both traditional and digital mediums - research, visual concept, design development, professional production and presentation, critique
2. 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
3. Typography - history, use, current trends, fonts, with imagery, styles, in layout, terminology, logos
4. Introduction and development of skills using a variety of techniques and mediums, including time-based media, traditional, digital and 3D design
5. Class and group critiques of in-process and completed work
6. Graphic Design professions and topics such as advertising, package design, digital design, user-experience, branding and marketing
7. Graphic Design history and contemporary design across cultures

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
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

Online Adaptation

Types	Examples of learning activities
Activity	
Directed Study	
Discussion	
Group Work	
Individualized Instruction	
Journal	
Lecture	

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication
 Telephone Conversations
 Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms
 Discussions
 Group Work

Course design is accessible

Yes

Methods of Evaluation

Methods of Evaluation

Types	Examples of classroom assessments
Quizzes	Terminology quiz Identification of Graphic Design styles quiz.
Projects	Research Projects -- Research Bauhaus design Research history of poster design. Projects -- Design exercises that focus demonstrating an understanding of elements and principles of Art and Design. Design exercises that integrate type and image.
Class Participation	Analyze formal and conceptual elements of Post-Modern Design Thumbnail sketching, roughs/comps, practicing techniques.
Homework	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.

Assignments

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.

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 an assigned historical article.

Outside-of-Class 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.

SECTION F - Textbooks and Instructional Materials

Material Type

Textbook

Author

White, A. W.

Title

The Elements of Graphic Design

Edition/Version

2nd

Publisher

Allsworth Press

Year

2011

Material Type

Textbook

Author

Evans, Poppy

Title

Exploring the Elements of Design

Edition/Version

3rd

Publisher

Cengage Learning

Year

2012

Material Type

Textbook

Author

Landa, Robin

Title

Graphic Design Solutions

Edition/Version

6th

Publisher

Cengage Learning

Year

2018

Material Type

Other required materials/supplies

Description

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

SECTION G - Diversity, Equity and Inclusivity

Course Codes (Admin Only)

CB00 State ID

CCC000604243

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No