ART 110 : BEGINNING GRAPHIC DESIGN

Transcript title

Beginning Graphic Design

Credits

3

Grading mode

Standard letter grades

Total contact hours

60

Other hours

60

Recommended preparation

ART 141 or may be taken concurrently.

Course Description

Introduces standard graphic design concepts and principles. Introduces functionality of industry standard graphic design software. Includes projects that use these applications for the purposes of layout for various forms of digital output and print. Repeatable for credit.

Course learning outcomes

1. Analyze designs using industry-specific vocabulary.
2. Create design compositions that follow the elements of art and principles of design.
3. Use industry standard graphic design software.
4. Apply best practice of digital files for organization and collaboration.
5. Use typography as a technical element in design solutions.
6. Use media-specific terminology to receive and provide feedback.

Content outline

1. Industry-specific vocabulary
2. Type as a design element
3. Industry-standard graphic design software
4. Original designs and layouts
5. Constructive critiques, receiving and giving feedback between instructor and classmates

Required materials

Students will need to provide specific materials used in this course; please see the syllabus for a detailed list.

General education/Related instruction lists

- Arts and Letters