COURSE DESCRIPTION
Focuses on beginning fundamentals of graphic design utilizing all design principles and involves an overview of design and layout rendering techniques. Focuses on typography, images and graphics, utilizing design processes and current graphic software for print. Projects are critiqued for aesthetics and production for print.

Prerequisite: GRA102 with a grade of C or better.

TOPICAL OUTLINE
I.  Understand Basic Graphic Design Concepts  
II. Overview of Advertising and the Visual Communication Profession  
III. Understand Principles to Create Aesthetic Designs for Print  
IV. Utilize Current Graphic Software in Design Creation  
V. Strategies to Understand the Audience of Creative Projects  
VI. Prepress and Print Understanding to Prepare Page Layout Files  
VII. Basic Color Management and Stock Needs

METHODS OF PRESENTATION
1.  PowerPoint Lecture  
2.  In-class lab work  
3.  Problem solving and discussion

STUDENT OUTCOMES: (The student should…)  
1. demonstrate knowledge of design principles.  
2. understand the visual communication profession.  
3. understand creative concepts displayed through type, and graphics.  
4. learn presentation techniques of design projects.  
5. understand the print production needs of design.  
6. utilize graphic software to prepare comprehensive designs and page layout.

METHODS OF EVALUATION
1. Lab assignments  
2. Tests and quizzes

TEXTBOOKS/INSTRUCTIONAL MATERIALS


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