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C&GE Approved:  
Board Approved:  
Semester Effective:

ART (ART) 1830 Graphic Design II (3 Units) CSU

Prerequisite: Successful completion Art 1811 with a 'C' or better

Advisory: Successful completion of 1815 and 1825 strongly recommended

Prerequisite knowledge/skills: Before entering the course, a student should be able to:

1. Comprehend the operational theories associated with graphic design and to create effective visual communication for commercial purposes,
2. Operate a microcomputer workstation to arrange page layout,
3. Transfer basic graphic design theories to computer generated text and images,
4. Analyze problems of composition in graphic design, and be able to provide solutions,
5. Analyze problems of editorial policy and censorship issues and be able to provide solutions,

Hours and Unit Calculations:

32 hours lecture. (64 Outside of class hours); 48 hours lab (144 Total Student Learning hours)

3 Units

Catalog Description: This is a mid-level design course and builds on Graphic Design 1 (Art 1811). Students will be challenged to develop design solutions for various forms of communications in 2D and 3D formats. Students will create design compositions employing architecture of a page through space, typography, and unity. The course utilizes Adobe Apps such as Illustrator, Photoshop, and InDesign in the production of design projects.

Type of Class/Course: Degree Credit

Text: *The Elements of Graphic Design: Space, Unity, Page Architecture, and Type 3<sup>rd</sup> Edition*: Alex W. White

Course Objectives:

By the end of the course, a successful student will be able to:

1. Analyze project objectives.
2. Solve visual design problems utilizing the elements of art and principles of design.
3. Apply critical thinking to communicate ideas to their intended audience.
4. Infuse words and images as integrated visual design.
5. Explain design choices when presenting design works.
6. Evaluate their own work and the work of others.

7. Analyze design problems and develop solutions that communicate sensitivity for social and cultural issues.

Lab Objectives:

1. Demonstrate effective use of software tools in the development of original computer-generated art.
2. Create design solutions based on project objectives.
3. Apply graphic design techniques in pre-production and deliverables.
4. Showcase an array of work in a graphic design portfolio.

Course Scope and Content:

- Unit 1            Design Basics
- A. Elements of art
  - B. Principles of design
  - C. Design Components
  - D. Visual Elements
- Unit II            Anatomy of a Magazine Layout
- A. Page Layout
  - B. Element Attributes and Design Principles
  - C. Design Structure
    1. Mastheads
    2. Display Text
    3. Body Text
- Unit III           Product Packaging Design
- A. Understanding Packaging Layers
  - B. Choosing the Right Type of Packaging
  - C. File- Format Requirements
  - D. Evaluating a Package Design
- Unit IV           Product Brochure Design
- A. Types of Brochures
  - B. Developing a Message for Brand and Costumer
  - C. Evaluating a Product Brochure Design
- Unit V            Portfolio
- A. Identify Your Best Work
  - B. Format
  - C. Layout
- Course Scope and Content (Laboratory):
- Unit I            Software Familiarization
- A. Workspace
  - B. Working with context and panel menus

- C. Adding text and working with styles
- D. Working with graphics, objects, object styles
- E. Pre-flighting as you work

- Unit II      Software in-depth
- A. Pages
    - 1. Working with parent pages and document pages
    - 2. Using bleed guides
    - 3. Working with Layers
  - B. Working with Color
    - 1. Managing color
    - 2. Gradients, color groups
  - C. Text
    - 1. Flowing text, Layout, formatting, and styles
    - 2. Columns, text frames
    - 3. Applying paragraph styles
    - 4. Editing Text
  - D. Working with Typography
    - 1. Working with fonts, type styles, glyphs
    - 2. Adjusting alignment, letter and word spacing
    - 3. Line break
    - 4. Creating Tables
- Unit III      Graphics
- 1. Vector and Bitmap Graphics
  - 2. Managing Linked files
  - 3. Display Quality
- B. Transparencies
- 1. Settings
  - 2. Applying
  - 3. Working with Effects
- Unit IV      A. Printing and Exporting
- 1. Preflighting Files
  - 2. Managing Color
  - 3. PDF and Packaging files
- Unit V      A. Publishing Online
- 1. Epub
  - 2. Publishing Online

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Skill practice
2. Completing required reading and exercises
3. Reviewing commercial art in:
  - a. Magazines
  - b. Package Design
  - c. Product Brochures
  - d. Portfolio Production
4. Developing their creativity and concept design skills

Methods of Instruction:

1. Lecture/demonstration
2. Lab – learning through doing (lessons from text)
3. Lab – assigned projects
4. Critiques of projects

Methods of Evaluation:

1. Skill demonstrations, including:
  - a. class discussions presentations and critiques
  - b. evaluation of assigned projects
  - c. evaluation of lab work
2. Substantive writing assignments, including:
  - a. written critique presentation

Supplemental Data:

TOP Code:	1003.00 Graphic Art & Design
SAM Priority Code:	C: Clearly occupational
Distant Education:	N/A
Funding Agency:	Y: Not Applicable

Program Status:	I: Program Applicable
Noncredit Category:	Y: Not Applicable
Special Class Status:	N: Course is not a special class
Basic Skills Status:	N: Not Applicable
Prior to College Level:	Y: Not Applicable
Cooperative Work Experience:	N: Course is not a part of a cooperative education program
Eligible for Credit by Exam:	Yes
Eligible for Pass/No Pass:	Yes
Discipline:	Graphic Arts