

ART 110 : BEGINNING GRAPHIC DESIGN

Transcript title

Beginning Graphic Design

Credits

3

Grade mode

Standard letter grades

Contact hours total

60

Other hours

60

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 rendering and designing various forms of digital output and print.

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. Use typography as a technical element in design solutions.
5. Evaluate and contextualize historical and cultural traditions of design.
6. Use media-specific terminology to receive and provide feedback.

Content outline

- I. Industry- specific vocabulary
- II. Type as a design element
- III. Industry standard graphic design software
- IV. Original designs and logos
- V. Constructive critiques, receiving and giving

Required materials

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

Grading methods

Grading is based on assignment completion and participation in discussions and critiques of assignments.

General education/Related instruction lists

- Arts and Letters