

ART 230 : INTERMEDIATE GRAPHIC DESIGN

Transcript title

Intermediate Graphic Design

Credits

3

Grading mode

Standard letter grades

Total contact hours

60

Other hours

60

Prerequisites

ART 110 and ART 141.

Recommended preparation

ART 115 and ART 116.

Course Description

Explores developing innovative solutions to problems of visual communication in graphic design. Emphasizes concept and creation of designs with targeted intention. Introduces graphic design practice, theory, methodologies, and delivery systems including branding, typography, print and digital advertising, packaging, and promotional design. Builds upon technical skills gained in ART 110 and ART 141. Repeatable for credit.

Course learning outcomes

1. Create effective print and digital communications and user experiences through the application of theories, tools, and best practices in the field.
2. Create cohesive designs.
3. Create advertisements formatted for print and digital output.
4. Render packaging and promotional designs.
5. Use media-specific terminology to receive and provide feedback.

Content outline

1. Cohesive designs
2. Brand guides and media kits
3. Advertisements, print and digital
4. Promotional designs
5. Advanced industry standard software
6. Constructive critique, giving and receiving 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