



COURSE OUTLINE : ART 134
D Credit – Degree Applicable
COURSE ID 001029
Cyclical Review: September 2020

COURSE DISCIPLINE : ART
COURSE NUMBER : 134
COURSE TITLE (FULL) : Graphic Design Foundations
COURSE TITLE (SHORT) : Graphic Design Foundations

CATALOG DESCRIPTION

ART 134 is an introduction to the tools and techniques of graphic design problem solving. The history of graphic design is integrated as a foundation for current technique. Adobe InDesign is the primary software utilized for the final production of assigned projects. Students explore aspects of graphic imagery, typography, and layout. The creation of portfolio level work is stressed throughout the course. Presentation skills necessary to communicate with future clients are introduced. Critiques focus on appropriate solutions, visual interest, and craftsmanship.

CATALOG NOTES

While on campus students will be using the Macintosh OS in the classroom and computer labs to complete projects. Students who are working from home can use a PC or Macintosh OS if the system has the necessary requirements to run current Adobe Creative Cloud software.

Total Lecture Units: 2.00

Total Laboratory Units: 1.00

Total Course Units: 3.00

Total Lecture Hours: 36.00

Total Laboratory Hours: 54.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 90.00

Total Out-of-Class Hours: 72.00

Prerequisite: ART 132 or equivalent (ART 132 can be taken concurrently). Recommended Preparation: ART 133 or equivalent.



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And/Or	Course	Type	Req. Is Being
	ART - 132 - Typography	Prerequisite/Corequisite	Reviewed
&	ART - 133 - Digital Illustration	Recommended Preparation	Reviewed

ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1				Exhibit a basic understanding of various visual problem-solving methods;	Yes
2				create an illustration using values of black and white, one-color, two-color, and multi-color;	Yes
3				define basic digital illustration tools;	Yes
4				identify digital imaging fundamentals;	Yes
5				apply open, create, resize, and save image methods.	Yes
6	ART	132	Typography	explain the history of typography including major type families, designers, and style movements;	Yes
7	ART	132	Typography	explain the rules, vocabulary and anatomy of type and letterforms;	Yes
8	ART	132	Typography	practice the principles of typographic visual organization;	Yes
9	ART	132	Typography	explore the impact of typographic solutions on visual communication;	Yes
10	ART	132	Typography	develop an aesthetic appreciation of typography as both text and display;	Yes
11	ART	132	Typography	discuss, critique and evaluate their own compositions, as well as those of their classmates.	Yes
12	ART	133	Digital Illustration	exhibit a basic understanding of various problem-solving methods;	Yes
13	ART	133	Digital Illustration	create a high contrast black and white illustration;	Yes
14	ART	133	Digital Illustration	create an illustration using values of black and white;	No
15	ART	133	Digital Illustration	create a one-color illustration;	No
16	ART	133	Digital Illustration	create a two-color illustration;	No
17	ART	133	Digital Illustration	create a multi-color illustration;	No
18	ART	133	Digital Illustration	define basic Illustrator tools;	Yes
19	ART	133	Digital Illustration	create and save new documents and artboards;	Yes



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20	ART	133	Digital Illustration	create simple geometric shapes with Illustrator;	Yes
21	ART	133	Digital Illustration	create complex shapes using the pen and pencil tool;	Yes
22	ART	133	Digital Illustration	create and reshape paths;	Yes
23	ART	133	Digital Illustration	control various anchor points;	Yes
24	ART	133	Digital Illustration	control fill and stroke tools for basic color;	Yes
25	ART	133	Digital Illustration	create and control layers;	Yes
26	ART	133	Digital Illustration	create color gradients;	Yes
27	ART	133	Digital Illustration	create compound paths;	Yes
28	ART	133	Digital Illustration	create, style, and edit type.	Yes

EXIT STANDARDS

- 1 Explain foundation level graphic design concepts;
- 2 relate a functional knowledge and understanding of graphic design project creation;
- 3 outline a practical overview and understanding of client requirements;
- 4 delineate a functional understanding of relevant graphic design standards.

STUDENT LEARNING OUTCOMES

- 1 develop solutions to assignments incorporating the critical elements of graphic design
- 2 demonstrate knowledge and technical skill in foundation level Graphic Design elements and concepts

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Introduction <ul style="list-style-type: none"> • Course orientation • Graphic design orientation 	2	3	5
2	Strategy and Concept <ul style="list-style-type: none"> • Create unified voice • Typographic directives • Purposeful color • Visual pacing • Creating universality 	3	3	6



3	<p>Form and Space</p> <ul style="list-style-type: none"> • The shape of space • Positive and negative space page layout • Connecting form and meaning • Static and dynamic page design <ul style="list-style-type: none"> ◦ Geometric form ◦ Organic form 	2	3	5
4	<p>Compositional Strategies</p> <ul style="list-style-type: none"> • Activating space • Compositional contrast • Proportional systems • Mixing image styles • Word and image 	2	3	5
5	<p>Color Fundamentals</p> <ul style="list-style-type: none"> • Color conditions • Hue, saturation, value, and temperature • Cohesive color • Color form and meaning <ul style="list-style-type: none"> ◦ Color proportioning ◦ Limited color systems 	2	3	5
6	<p>Choosing Type</p> <ul style="list-style-type: none"> • Typographic concepts • Optics of spacing • Type sizes • Visual variations 	2	3	5
7	<p>Typographic Communication</p> <ul style="list-style-type: none"> • Feeling or mood • Combining type styles • Character count, leading and paragraph widths • Alignment logic • Text typography 	2	3	5
8	<p>Typographic Navigation</p> <ul style="list-style-type: none"> • Typographic colorLanguage texture • Alignment, masses, and voids • Establishing hierarchy • Unity and distinction 	2	3	5



9	<p>Graphic Design Imagery</p> <ul style="list-style-type: none"> • What images are • Abstraction and representation • Image modes and mediation 	2	3	5
10	<p>Graphic Design and Illustration</p> <ul style="list-style-type: none"> • Drawing and painting • Medium and message • Graphic translation • Collage: old and new 	2	3	5
11	<p>Beyond Illustration</p> <ul style="list-style-type: none"> • Photography 	2	3	5
12	<p>The Grid</p> <ul style="list-style-type: none"> • Grid types <ul style="list-style-type: none"> ◦ Column grid ◦ Modular grid ◦ Grid hybrids and combinations • Grid development <ul style="list-style-type: none"> ◦ Grid by image ◦ Grid by text ◦ Column logic and rhythm on a grid 	2	3	5
13	<p>Presentation</p> <ul style="list-style-type: none"> • Presentation and portfolio structures • Client dialogue 	2	3	5
14	<p>Laboratory Content</p> <ul style="list-style-type: none"> • Image scavenging vs. originality • Graphic design metaphor • Changing color changing meaning • Client and user requirements • Typographic structure, detail, and navigation • Demonstrating variation and violation • Workflow • Presentation techniques 	9	15	24
				90



OUT OF CLASS ASSIGNMENTS

- 1 preliminaries (e.g. show examples of sketches, and any preliminary versions of the project)
- 2 research projects (e.g. design a cover for a graphic novel or a particular genre based on researching the style and period);
- 3 topic driven assignments (e.g. demonstrating use of grid).

METHODS OF EVALUATION

- 1 topic driven assignments;
- 2 critique;
- 3 midterm;
- 4 quizzes;
- 5 journal;
- 6 final applied practicum.

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
W. Meggs' History of Graphic Design	Required	John Wiley	6	Print. PDF, EPUB	Meggs, Phillip B.	978-1-119-13620-0	2016