

ART134 : Graphic Design: Foundations

General Information

Author:	<ul style="list-style-type: none"> Rebecca Hillquist
Course Code (CB01) :	ART134
Course Title (CB02) :	Graphic Design: Foundations
Department:	ART
Proposal Start:	Spring 2025
TOP Code (CB03) :	(1030.00) Graphic Art and Design
CIP Code:	(50.0409) Graphic Design.
SAM Code (CB09) :	Possibly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000626454
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	ART 134 introduces students to the connection of graphic design history, concepts and current techniques to create effective design communication. Students learn to integrate elements including imagery, and typography applied within graphic design projects using Adobe InDesign software. Presentation skills necessary to communicate with future clients are introduced. Critique of assignments focus on appropriate solutions, visual interest, and craftsmanship to prepare projects for inclusion within a graphic design portfolio.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none"> Credit
Author:	<ul style="list-style-type: none"> Rebecca Hillquist

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none"> Art
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08) Course is not a basic skills course. <input type="checkbox"/> Allow Students to Gain Credit by Exam/Challenge	Course Special Class Status (CB13) Course is not a special class. Pre-Collegiate Level (CB21) Not applicable.	Grading Basis <ul style="list-style-type: none"> Grade with Pass / No-Pass Option Course Support Course Status (CB26) Course is not a support course
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Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to both UC and CSU

Transferability Status

Approved

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	90
Total Course Out-of-Class Hours	72
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	2	4
Laboratory Hours	3	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	0
Course In-Class (Contact) Hours	
Lecture	36
Laboratory	54
Studio	0
Total	90
Course Out-of-Class Hours	
Lecture	72
Laboratory	0
Studio	0
Total	72

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Prerequisite

ART132 - Graphic Design: Typography (in-development)

Objectives

- Explain the history of typography including major type families, designers, and style movements.
- Explain the rules, vocabulary and anatomy of type and letterforms.
- Practice the principles of typographic visual organization.
- Explore the impact of typographic solutions on visual communication.
- Develop an aesthetic appreciation of typography as both text and display.
- Discuss, critique and evaluate their own compositions, as well as those of their classmates.

OR

Co-Requisite

ART132 - Graphic Design: Typography (in-development)

(ART 132 may be taken concurrently)

OR

Advisory

ART133 - Graphic Design: Digital Illustration (in-development)

Objectives

- Create a high contrast black and white illustration.
- Define basic Illustrator tools.
- Create and save new documents and artboards.
- Create simple geometric shapes with Illustrator.
- Create complex shapes using the pen and pencil tool.
- Create and reshape paths.
- Control various anchor points.
- Control fill and stroke tools for basic color.
- Create and control layers.
- Create color gradients.
- Create compound paths.
- Create, style, and edit type.

Entry Standards

Entry Standards

Exhibit a basic understanding of various visual problem-solving methods.

Create an illustration using values of black and white, one-color, two-color, and multi-color.

Define basic digital illustration tools.

Identify digital imaging fundamentals.

Apply open, create, resize, and save image methods.

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction Lecture

Methods of Instruction Laboratory

Methods of Instruction Discussion

Methods of Instruction Demonstrations

Methods of Instruction Presentations

Out of Class Assignments

- Preliminaries (e.g. show examples of sketches, and any preliminary versions of the project)
- Research projects (e.g. design a cover for a graphic novel or a particular genre based on researching the style and period)
- Topic driven assignments (e.g. demonstrating use of grid)

Methods of Evaluation

Rationale

Project/Portfolio	Topic driven assignments
Activity (answering journal prompt, group activity)	Critique
Exam/Quiz/Test	Midterm exam
Exam/Quiz/Test	Quizzes
Activity (answering journal prompt, group activity)	Journal
Project/Portfolio	Final applied practicum

Textbook Rationale

Meggs is a classic text

Textbooks

Author	Title	Publisher	Date	ISBN
Meggs, Phillip B.	W. Meggs' History of Graphic Design	John Wiley	2016	978-1-119-13620-0
Adwerda Keillar	Adobe InDesign Quick Start 2024 Guide: Mastering Essential Skills and Techniques Modern Design Master All New Features & Updates in Adobe InDesign for Beginners & Experts	Independently published	November 16, 2023	979-8867826123

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Explain foundation level graphic design concepts.

Relate a functional knowledge and understanding of graphic design project creation.

Outline a practical overview and understanding of client requirements.

Cultivate a functional understanding of relevant graphic design standards.

SLOs

Develop solutions to assignments incorporating the critical elements of Graphic Design.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
<i>ART</i> Studio Arts	Demonstrate intermediate mastery in a range of 2D/3D visual media
	Employ basic concepts in 2D design and drawing, or 3D design and drawing-for-sculpture; create portfolio ready, original artworks
<i>ART</i> Art - Certificate	Demonstrate skill in a broad range of media, materials and processes
<i>ART</i> Art - A.S. Degree Major	Demonstrate skill in a broad range of media, materials and processes
<i>ART</i> Graphic Design - Certificate	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Graphic Design - A.A. Degree Major	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Visual Arts: Graphic Design - A.A. Degree Major (NIC)	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design

Demonstrate knowledge and technical skill in foundation level Graphic Design elements and concepts.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
<i>ART</i> Studio Arts	Demonstrate intermediate mastery in a range of 2D/3D visual media
	Employ basic concepts in 2D design and drawing, or 3D design and drawing-for-sculpture; create portfolio ready, original artworks
<i>ART</i> Art - A.S. Degree Major	Demonstrate skill in a broad range of media, materials and processes
<i>ART</i> Art - Certificate	Demonstrate skill in a broad range of media, materials and processes
<i>ART</i> Graphic Design - Certificate	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Graphic Design - A.A. Degree Major	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Visual Arts: Graphic Design - A.A. Degree Major (NIC)	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design

Course Content

Lecture Content

Introduction (2 hours)

- Course orientation
- Graphic design orientation

Strategy and Concept (3 hours)

- Create unified voice
- Typographic directives
- Purposeful color
- Visual pacing
- Creating universality

Form and Space (2 hours)

- The shape of space
- Positive and negative space page layout
- Connecting form and meaning
- Static and dynamic page design
 - Geometric form
 - Organic form

Compositional Strategies (2 hours)

- Activating space
- Compositional contrast
- Proportional systems
- Mixing image styles
- Word and image

Color Fundamentals (2 hours)

- Color conditions
- Hue, saturation, value, and temperature
- Cohesive color
- Color form and meaning
 - Color proportioning
 - Limited color systems

Choosing Type (2 hours)

- Typographic concepts
- Optics of spacing
- Type sizes
- Visual variations

Typographic Communication (2 hours)

- Feeling or mood
- Combining type styles
- Character count, leading and paragraph widths
- Alignment logic
- Text typography

Typographic Navigation (2 hours)

- Typographic color
- Language texture
- Alignment, masses, and voids
- Establishing hierarchy
- Unity and distinction

Graphic Design Imagery (2 hours)

- What images are
- Abstraction and representation
- Image modes and mediation

Graphic Design and Illustration (2 hours)

- Drawing and painting
- Medium and message
- Graphic translation
- Collage: old and new

Beyond Illustration (2 hours)

- Photography

The Grid (2 hours)

- Grid types
 - Column grid
 - Modular grid
 - Grid hybrids and combinations
- Grid development
 - Grid by image
 - Grid by text
 - Column logic and rhythm on a grid

Presentation (2 hours)

- Presentation and portfolio structures
- Client dialogue

Laboratory Content (9 hours)

- 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

Total hours: 36

Laboratory/Studio Content

Introduction (3 hours)

- Course orientation
- Graphic design orientation

Strategy and Concept (3 hours)

- Create unified voice
- Typographic directives
- Purposeful color
- Visual pacing
- Creating universality

Form and Space (3 hours)

- The shape of space
- Positive and negative space page layout
- Connecting form and meaning
- Static and dynamic page design
 - Geometric form
 - Organic form

Compositional Strategies (3 hours)

- Activating space
- Compositional contrast
- Proportional systems
- Mixing image styles
- Word and image

Color Fundamentals (3 hours)

- Color conditions
- Hue, saturation, value, and temperature
- Cohesive color
- Color form and meaning
 - Color proportioning
 - Limited color systems

Choosing Type (3 hours)

- Typographic concepts
- Optics of spacing
- Type sizes
- Visual variations

Typographic Communication (3 hours)

- Feeling or mood
- Combining type styles
- Character count, leading and paragraph widths
- Alignment logic

- Text typography

Typographic Navigation (3 hours)

- Typographic color
- Language texture
- Alignment, masses, and voids
- Establishing hierarchy
- Unity and distinction

Graphic Design Imagery (3 hours)

- What images are
- Abstraction and representation
- Image modes and mediation

Graphic Design and Illustration (3 hours)

- Drawing and painting
- Medium and message
- Graphic translation
- Collage: old and new

Beyond Illustration (3 hours)

- Photography

The Grid (3 hours)

- Grid types
 - Column grid
 - Modular grid
 - Grid hybrids and combinations
- Grid development
 - Grid by image
 - Grid by text
 - Column logic and rhythm on a grid

Presentation (3 hours)

- Presentation and portfolio structures
- Client dialogue

Laboratory Content (15 hours)

- 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

Total hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liaison?

No Value

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No Value

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

- No

If additional resources are needed, add a brief description and cost in the box provided.

No Value