I.   CATALOG DESCRIPTION

Course Number: GDMA1122
Course Title: Introduction to Graphic Design
Prerequisite(s):   Program Permission
Catalog Description: This course is concerned with the basic principles of graphic design. Emphasis is placed on basic design processes and communication principles. Development of creative ideas, evaluation of diverse methods used to produce functional graphic translations will be explored.
Credit Hours: 2.5
Class Hours: 23
Lab Hours: 60
Total Contact Hours: 83

II.   COURSE OBJECTIVES: *Course will:*

A.   Thoroughly explore what graphic design is and what it is not and the various tasks and applications that a graphic designer performs including:
    1.   Publication design
    2.   Identity Design
    3.   Web Design
    4.   Advertising and Promotion
    5.   Package Design
    6.   Social Activism
B.   Survey the history of graphic design and its evolution through the last century.
C.   Create a strong foundation in the basic elements and principles of design and how they relate to create effective visual communication including:
    1.   Composition
    2.   Visual Hierarchy
    3.   Three A's of compositional organization (Action, Arrangement, Articulation)
D.   Walkthrough and demonstrate the graphic design process and brainstorming techniques used to formulate solutions to design problems.
E.   Discuss how color theory developed, who created the systems and why, and the ways color is generated.
F.   Discuss the principles of gestalt and how they relate to graphic design.

III.   STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

A.   Student Learning Outcomes: *Student will be able to:*
    1.   Define, articulate, and apply the basic elements and principles of design (line, shape, figure/ground, color texture, balance, visual hierarchy, emphasis, rhythm, unity, Laws of Perceptual Organization).
    2.   Identify and understand the various types of image making.
    3.   Apply through analysis the different ways of visualizing form (sharpness vs. diffusion, accuracy vs. distortion, economy vs. intricacy, etc.)
    4.   Design strong compositions and spatial relationships using typographic elements and imagery.

5. Define and apply the Three A's to student design exercises (action, arrangement, and articulation).

6. Differentiate between additive and subtractive color, demonstrate their ability to see threshold intervals in color and value, and mix primary hues to create secondary and tertiary colors.

7. Define and apply the Five Phases of the Graphic Design Process, which are:
   a. Orientation/Material Gathering
   b. Analysis/Discovery/Strategy
   c. Conceptual Design/Visual Concept
   d. Design Development
   e. Implementation

8. Apply the various requirements for a design brief in GDMA:
   a. Project Summary
   b. Audience profile
   c. Perception/Tone/Guidelines

9. Identify and apply the considerations for the various applications of graphic design (posters, promotional materials, corporate identity systems, package design, interactive, multimedia, typography, etc.)

B. General Education Learning Outcomes (GELOs)

1. GELO #3: Critical Thinking & Problem Solving
Outcome 5: Acquire and integrate knowledge and construct relationships across disciplines.

IV. CONTENT/TOPICAL OUTLINE
   A. Survey of Design and Graphic Design Applications
   B. Basic Elements and Principles of Design
   C. Perceptual Organization, Type & Image
   D. Composition
   E. Action, Arrangement and Articulation
   F. Creative Problem Solving
   G. The Design Process
   H. Considerations for Graphic Design Applications

V. INSTRUCTIONAL MATERIALS
   A. Required Text(s): Poulin, Richard, *The Language of Graphic Design,* revised and updated 2018
   B. Other Resources: Handouts: worksheet, tutorial, assignment, and project

VI. METHODS OF PRESENTATION/INSTRUCTION
   A. Methods of presentation typically include a combination of the following:
      1. On-screen presentations, demonstrations, guided tutorials and lecture
      2. Worksheets, charts, tutorials, projects/assignments
      3. One-on-one teaching and assistance
      4. Team teaching
      5. In-class exercises and activities
      6. Presentations by design professionals/employers
      7. Videos
      8. Field trips

VII. METHODS OF EVALUATION

A. Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
  1. Adherence of deadlines and completion of all assignments, exercises, worksheets, tests, quizzes, and tutorials and/or daily assessments.
  2. No late assignments will be accepted; no exception will be made. All assignments turned in past the scheduled deadline will result in a grade of failing (F) and will not be eligible for further revision. Please refer to the Course Information Document for attendance, submission, revision, extra credit, and missed exercises and quizzes policies.
  3. Students must submit their own work. Cheating on any assignment, exercise, tests, quizzes, tutorial, and/or daily assessment will result in a failure of that assignment with no possibility of revision (if applicable). Multiple instances will result in a failure of the course and may be grounds for disciplinary action or dismissal from the program.
  4. Compliance with all Policies. For all GDMA program policy documents, please visit http://tinyurl.com/gdmapolicies.
  5. Students must conduct themselves in a manner that is in consonance with the Professionalism requirements of GDMA courses, be adequately prepared for course work and discussion as well as actively participate in in-class activities and critiques. For the Professionalism requirement, visit http://tinyurl.com/gdmapolicies.

VIII. **SPECIFIC COURSE REQUIREMENTS**
A. Student must meet all of the following to receive a passing grade:
  1. Student must complete this course with a minimum course grade of "C" (70%).
  2. Students are expected to sign a Syllabus and Course Information Document Agreement and Anti-Plagiarism Agreement to represent their understanding of this information and the expectations within the course. For all GDMA program policy documents and anti-plagiarism information, please visit http://tinyurl.com/gdmapolicies
  3. It is the responsibility of the student to take notes on all lectures, tutorials, assignments, and exercises. You will not be given printed instructions for assignments. This is to emulate professional expectations within the design industry.
  4. Students are expected to assist in keeping all GDMA labs neat and orderly. Please pick up all scraps, waste materials, discarded printouts, etc. and place them in the recycling bins. Please promptly clean up all spills and messes on your desk spaces. Periodically and at the end of each term, students will be required to assist in cleaning the labs.
  5. Each student is required to complete all parts of this course regardless of prior knowledge or experience.
  6. For course specific policies please refer to the Course Information Document.