

SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-25

I. CATALOG DESCRIPTION

Course Number: GDMA1122
Course Title: Introduction to Visual Design
Prerequisite(s): Program Permission
Catalog Description: This course introduces the basic principles of visual design with an emphasis on basic design processes and communication principles. Development of creative ideas and evaluation of diverse methods used to produce functional visual designs will be explored.
Credit Hours: 3.0
Class Hours: 40
Lab Hours: 15
Total Contact Hours: 55

II. COURSE OBJECTIVES: *Course will:*

- A. Explore the mediums and professional roles related to visual design including traditional graphic design, and interactive design.
- B. Survey the history of visual/graphic design and its evolution.
- C. Create a strong foundation in the basic elements and principles of design and how they relate to create effective visual communication.
- D. Walkthrough and demonstrate the design process including creating design briefs that lead to conceiving solutions focused on solving design problems.
- E. Introduce the principles of gestalt and how they relate to visual design.
- F. Introduce methods of visualizing objects and form related to visual design.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Define and apply the basic elements and principles of visual design.
 - 2. Identify and understand the various types of image making.
 - 3. Define methods of visualizing form (sharpness vs. diffusion, accuracy vs. distortion, economy vs. intricacy, etc.)
 - 4. Design strong compositions with a focus on balance and hierarchy.
 - 5. Define and apply different phases of the design process.
 - 6. 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. Visual design history and mediums
- B. Elements and principles of visual design
- C. Visualizing objects and form
- D. Design of symbols

- E. Composition
- F. The design process and problem solving
- G. Design for good and visual design in society

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s): Lupton, Ellen, *Graphic Design: The New Basics, 2nd Edition*
- B. Other Resources: Handouts: worksheet, tutorial, assignment, and projects

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Methods of presentation typically include a combination of the following:
 - 1. Lecture
 - 2. Demonstrations
 - 3. Peer critiques
 - 4. In-class exercises and activities
 - 5. One-on-one teaching

VII. METHODS OF EVALUATION

- A. Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
 - 1. Assignments
 - 2. Exercises
 - 3. Tests
 - 4. Critique participation
 - 5. Class conduct

VIII. SPECIFIC COURSE REQUIREMENTS

- A. Student must complete this course with a minimum course grade of “C” (70%).
- B. By enrolling in this course the student agrees to follow all GDMA program policies.