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

I. CATALOG DESCRIPTION

Course Number:	GDMA1455
Course Title:	Design Studio 1
Prerequisite(s):	GDMA 1230, GDMA1234, GDMA1465, GDMA1485
Catalog Description:	In this course, students will study and begin to explore and plan strategies for the development of their design portfolio. An emphasis will be placed on development of creative problem solving and demonstrating effective visual communication to specific audiences.
Credit Hours:	4.0
Class Hours:	30
Lab Hours:	90
Total Contact Hours:	120

II. COURSE OBJECTIVES: *Course will:*

- **A.** Analyze and assess the considerations for creating a strong portfolio.
- **B.** Strengthen students' ability to research and develop individualized written strategies to outline course requirements.
- **C.** Require students to develop a calendar-timeline for portfolio development, estimate, and track time for each project.
- **D.** Explore and analyze the qualities that make for effective promotional campaigns.
- **E.** Discuss the importance of empathy in design process through audience research.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- **A.** Student Learning Outcomes: *Student will be able to:*
  - **1.** Recognize the importance of a portfolio for showcasing work.
  - **2.** Create and design projects that demonstrates a clear understanding of the importance of audience, tone, and content flexibility.
  - **3.** Conduct research on the client and target audience.
  - **4.** Write design briefs that outline the selected client and project direction and demonstrate an understanding of the target audience.
  - **5.** Determine project deadlines and construct a calendar outlining a project timeline.
- **B.** General Education Learning Outcomes (GELOs)
  - **1.** GELO #3: Critical Thinking & Problem Solving
    Outcome 3: Evaluate ideas presented in writing, medial, speech, or artistic presentations.

IV. CONTENT/TOPICAL OUTLINE

- **A.** The purpose of the portfolio
- **B.** Writing design briefs
- **C.** Importance of the target audience
- **D.** Creating design concepts
- **E.** Brainstorming
- **F.** Self-assessment

V. INSTRUCTIONAL MATERIALS

A. Required Text(s): None

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.