

COMMON COURSE OUTLINE: Course discipline/number/title: ART 1124: Graphic Design I

A. CATALOG DESCRIPTION

- 1. Credits: 3**
- 2. Hours/Week: 6**
- 3. Prerequisites (Course discipline/number):** None
- 4. Co-requisites (Course discipline/number):** None
- 5. MnTC Goals (if any):** CT, HA

This course is an introduction to graphic design using typography, illustration, symbols and photography. In this hands-on course, students apply elements of design and historical design styles for creative page layout using both computer software and traditional media and tools. The role of graphic designer in art will be put into historical context.

B. DATE LAST REVISED (Month, year): April, 2007

C. OUTLINE OF MAJOR CONTENT AREAS:

1. Principles of basic design and graphic design elements
2. Historical and social context of graphic design
 - a) Bauhaus
 - b) International Typographic Style (Swiss)
 - c) De Stijl art movement and grids
 - d) Post Modernism and artistic individualism
3. Creative process for graphic design
 - a) Brainstorming concepts
 - b) Sketches
 - c) Thumbnails
 - d) Research
 - e) Layout
 - f) Physical Presentation
 - g) Critique of work
 - h) Incorporation of critique for re-designing work
4. Typography and symbols as design elements
5. Critical analysis of work using the vocabulary of graphic design

D. LEARNING OUTCOMES (GENERAL): The student will be able to:

1. Demonstrate the ability to identify and use the basic visual elements of art and graphic design in the creation of original work.
2. Demonstrate the ability to use historical design styles to create effective compositions.
3. Creatively solve visual problems while demonstrating an awareness of historical and cultural precedent for the role of graphic designers.
4. Strive for individual, creative expression while developing ability with the media.
5. Critically evaluate work throughout the creative process, using the vocabulary of Art and graphic design.
6. Articulate an informed personal reaction during group critiques and through writing on art.

E. LEARNING OUTCOMES (MNTC): Competencies from the Minnesota Transfer Curriculum (MNTC):

Goal 2: Critical Thinking (CT): Students will be able to:

1. Imagine and seek out a variety of possible goals, assumptions, interpretations, or perspectives, which can give alternative meanings or solutions to given situations or problems.
2. Recognize and articulate the value assumptions, which underlie and affect decisions, interpretations, analyses, and evaluations made by ourselves and others

Goal 6: The Humanities and Fine Arts (HA): Students will be able to:

1. Demonstrate awareness of the scope and variety of works in the arts and humanities.
2. Understand those works as expressions of individual and human values within an historical and social context.
3. Respond critically to works in the arts and humanities.
4. Engage in the creative process or interpretive performance.
5. Articulate an informed personal reaction to works in the arts and humanities.



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F. METHODS FOR EVALUATION OF STUDENT LEARNING:

1. Portfolio based grades
2. Exams
3. Writing Assignments as determined by instructor

G. SPECIAL INFORMATION (if any):

Lab Fee