



**COMMON COURSE OUTLINE: Course discipline/number/title: ART 2224: Graphic Design II**

**A. CATALOG DESCRIPTION**

- 1. Credits: 3**
- 2. Hours/Week: 6**
- 3. Prerequisites (Course discipline/number): Art 1124**
- 4. Co-requisites (Course discipline/number): None**
- 5. MnTC Goals (if any): NA**

This course builds on ART 1124, Graphic Design I. The class further sharpens visual conceptualization and technical skills in graphic design. Students will develop a system to conceptualize solutions, solve visual problems using the principles of design and execute designs leading to the production of portfolio quality pieces. Projects will focus on one or more of the disciplines of Graphic Design.

**B. DATE LAST REVISED (Month, year): March, 2010**

**C. OUTLINE OF MAJOR CONTENT AREAS:**

- Focus on one or more of the disciplines of Graphic Design
  - Advertising
  - Identity & Logo
  - Branding & Corporate Communication
  - Publication
  - Promotional
  - Packaging
  - Environmental & Signage
  - Informational
  - Experiential & Experimental
- Process of conceptual problem solutions
- Develop and execute strong visual solutions
- Professional practices and techniques
- Technical procedures and abilities
- Creating a Corporate Look

**D. LEARNING OUTCOMES (GENERAL):**

- Design visual solutions to solve a problem
- Critique the effectiveness and aesthetic merit of a sample of graphic design work
- Demonstrate high technical skills related to graphic design
- Research content, context, and form of a graphic design problem

**E. LEARNING OUTCOMES (MNTC): NA**

**F. METHODS FOR EVALUATION OF STUDENT LEARNING:**

- Exams and Quizzes
- Group Work
- Portfolio
- Presentations
- Projects
- Written Assignments

**G. RCTC CORE OUTCOME(S) ADDRESSED:**

- |   |   |
|---|---|
| <input type="checkbox"/> Communication                | <input type="checkbox"/> Civic Responsibility                 |
| <input checked="" type="checkbox"/> Critical Thinking | <input type="checkbox"/> Personal/Professional Accountability |
| <input type="checkbox"/> Global Awareness/Diversity   | <input checked="" type="checkbox"/> Aesthetic Response        |

**H. SPECIAL INFORMATION (if any):**

The initial lab session explains and familiarizes the student with general safety hazards and safety equipment in the lab. During the pre-lab discussion, the hazardous characteristics of the chemicals used during the lab are discussed. The students will be instructed on the proper disposal of any hazardous products. The instructor will direct all students to wear necessary protective equipment while working with the chemicals. A copy of Material Safety Data Sheets for chemicals used is available in the lab.