



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

A. CATALOG DESCRIPTION

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

This course further sharpens visual conceptualization and technical skills. Working in the context of actual projects, students will learn different techniques for putting together a corporate identity system including a logo for stationery, envelope and business card, a postcard with variations, a poster with variations, a 3 fold brochure and personal promotional materials. Technical information includes key lining, printing and typesetting processes and problem solving leading to the production of portfolio quality pieces. Most of the work will be done on the computer using Adobe Illustrator.

B. DATE LAST REVISED (Month, year): March, 1997

C. OUTLINE OF MAJOR CONTENT AREAS:

1. Introduction
 - a) Syllabus
 - b) Dates and Meeting Times
 - c) Study Groups
 - d) Materials
2. Illustrator Intro
 - a) Toolbox
 - b) Palettes
 - c) Artwork & Preview
3. Drawing
 - a) Lines
 - b) Objects
 - c) Bezier Curves
 - d) Editing Curves & Objects
4. Logos
 - a) Drawing Objects
 - b) Autotrace
 - c) Adding Text
 - d) Color
 - e) Variation
5. Promotional Postcard
 - a) Drop Shadows
 - b) Variations
6. Creating a Corporate Look
 - a) Stationery
 - b) Business Cards
 - c) Envelopes
 - d) Keeping the Look Consistent
 - e) Gradients
 - f) Personal Variations
7. Corporate Poster Design
 - a) Importing Photos & Art
 - b) Creating Masks
 - c) Creating Area Type
 - d) Painting with Patterns
 - e) Adding Crop Marks



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

8. Three Fold Brochure
 - a) The Task
 - b) Creating Irregular Masks
 - c) Importing Text
 - d) Adding Logo
 - e) Folded Display Technique
9. Designing Custom Graphics
 - a) Working Graphs
 - b) Entering Data
 - c) Creating Artwork for Bar Graphs
 - d) Adding Text
10. Combining PhotoShop with Illustrator
11. Producing Color Separations

D. LEARNING OUTCOMES (GENERAL):

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:

Numerical scores are kept for all tests, assignments, extra credit and student projects. To check progress individual student portfolios are graded at mid-term and test week. This allows a student to demonstrate a progression of skills. Class attendance records are kept for each student.

G. SPECIAL INFORMATION (if any): None