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:
   1. Focus on one or more of the disciples of Graphic Design:
      a) Advertising
      b) Identity & Logo
      c) Branding & Corporate Communication
      d) Publication
      e) Promotional
      f) Packaging
      g) Environmental & Signage
      h) Informational
      i) Experiential & Experimental
   2. Process of conceptual problem solving
   3. Develop and execute strong visual solutions
   4. Professional practices and techniques
   5. Technical procedures and abilities

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
   1. Design visual solutions to solve a problem.
   2. Critique the effectiveness and aesthetic merit of a sample of graphic design work.
   3. Demonstrate high technical skills related to graphic design.
   4. Research content, context, and form of a graphic design problem.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
   1. Exams and Quizzes
   2. Group Work
   3. Portfolio
   4. Presentations
   5. Projects
   6. Written Assignments

G. RCTC CORE OUTCOME(S) ADDRESSED:
   ☐ Communication ☐ Civic Responsibility
   ☒ Critical Thinking ☐ Personal/Professional Accountability
   ☐ Global Awareness/Diversity ☒ Aesthetic Response

H. SPECIAL INFORMATION (if any): None