

Course discipline/number/title: ART 2224: Graphic Design II

A. CATALOG DESCRIPTION

1. Credits: 3
2. Hours/Week: 1 lecture, 4 lab
3. Prerequisites (Course discipline/number): ART 1124
4. Other requirements: None
5. MnTC Goals (if any): NA

B. COURSE DESCRIPTION: This course builds on ART 1124, Graphic Design I. The class further sharpens visual conceptualization and technical skills in graphic design. Students will systematically research client needs, brainstorm ideas, conceptualize solutions, and solve visual problems using the principles of design. Students will then create designs leading to the production of portfolio quality pieces. Projects will focus on one or more of the disciplines of Graphic Design.

C. DATE LAST REVISED (Month, year): February, 2023

D. OUTLINE OF MAJOR CONTENT AREAS:

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

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

1. Utilize the Elements of Art, Principles of Design, or Typography in order to create effective and aesthetically appropriate compositions.
2. Demonstrate fundamental technical skills in the creation and presentation of design.
3. Evaluate the aesthetic quality, cultural significance, personal reaction, and historical context of works of art and design.
4. Develop unique and innovative solutions using conceptual thinking.

F. LEARNING OUTCOMES (MNTC): NA

G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:

1. Exams and quizzes
2. Group work
3. Portfolio
4. Presentations
5. Projects
6. Written assignments
7. Participation

H. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcome(s): Critical Thinking. Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.

I. SPECIAL INFORMATION (if any): None