

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

Apply principles of design to elements of design.
Master graphic design terminology.
Sketch 'thumbnails' and develop 'comprehensive roughs'.
Solve visual communication problems.
Practice craftsmanship.
Judge visual aesthetics.

METHODS:

Lecture.
Review and Practice.
Demonstration.
Textbook.
Library Research.
Brainstorming.
Problem Solving.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR (Please check:) Yes No

METHODS OF OBTAINING PLAR:

Interview and Portfolio.

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

Graphic Design Basics by Amy E. Arntson ISBN 0155046462
Using Design Basics to Get Creative Designs by Bryan L. Peterson ISBN 0891346511
The Non-Designer's Design Book by Robin Williams ISBN 1566091594

SUPPLIES / MATERIALS:

Spray Glue *Matte Board
*Felt Pen Set *Marker Paper
*French Curves
*X-acto Knife *Steel Ruler
Colored Paper

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Projects 50%
Assignments 20%
Journal 20%
Tests 20%

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

Projects solving visual communication problems.
Principles and elements of design and their terminology.
Craftsmanship through thumbnails and conceptual roughs.
Critiquing and brainstorming skills.

