



EL CAMINO COLLEGE
COURSE OUTLINE OF RECORD – Approved

I. Course Information

Subject: ART
Course Number: 133
Descriptive Title: Graphic Design
Division: Fine Arts
Department: Art
Course Disciplines: Graphic Arts

Catalog Description:

This course is an introduction to the concepts and processes of graphic design. Emphasis is placed on the application of raster, vector graphics, and page layout software, as well as traditional art and design media. Problem-solving skills and the creative design process are emphasized through digital imaging, typography, identity design and page layout.

Conditions of Enrollment:

Recommended Preparation: Art 131 or Art 141

Course Length: Full Term

Hours Lecture (per week): 2
Hours Laboratory (per week): 4
Outside Study Hours: 4
Total Hours: 108

Course Units: 3

Grading Method: Letter Grade only
Credit Status: Credit, degree applicable

Transfer CSU: Yes Effective Date: 12/15/2008
Transfer UC: Yes Effective Date: Fall 2009

General Education:

ECC

Term: **Other:**

CSU GE:

Term: **Other:**

IGETC:

Term: **Other:**

II. Outcomes and Objectives

A. Student Learning Outcomes (SLOs) (The course student learning outcomes are listed below.)

SLO #1 Principles of Design

Students will have an understanding of and be able to explain basic principles of design and perception and their use in graphic design.

SLO #2 Creative Problem-Solving

Students will be able to apply the creative problem-solving process by combining methods to create visually cohesive designs that successfully communicate the intended message.

SLO #3 Evaluation of Graphic Design

Students will be able to present, evaluate, communicate and receive constructive feedback in response to an objective set of criteria for any given work of art or graphic design.

B. Course Objectives (The major learning objective for in this course are listed below)

1. Define the basic vocabulary of visual language and 2D Design principles.
2. Identify design objectives and summarize client goals.
3. Create graphic design solutions employing formal design principles and color theory.
4. Create designs through the combination of typography and images.
5. Utilize a variety of image-making technologies and processes during the creation of design projects.
6. Demonstrate the application of research, thumbnails, rough and comps in the design process.
7. Identify the functions of basic digital design applications.
8. Create original design solutions within client specifications.
9. Synthesize and define issues of ethics and responsibility within the field of graphic design.
10. Demonstrate industry presentation standards.
11. Critique professional and academic design projects according to client standards.

III. Outline of Subject Matter

(Topics should be detailed enough to enable an instructor to determine the major areas that should be covered to ensure consistency from instructor to instructor and semester to semester.)

Major Topics

I. Introduction to Graphic Design and Review of Two-Dimensional Design Principles (6 hours, lecture)

- A. Overview: visual culture, technology, mass media, imagery, typography
- B. Basic functions and differences among bitmap, vector and layout programs
- C. Elements and principles of two-dimensional design such as line, shape, color, texture, space, emphasis, contrast, pattern, rhythm, balance, unity

II. Introduction to Graphic Design and Review of Two-Dimensional Design Principles (12 hours, lab)

- A. Overview: visual culture, technology, mass media, imagery, typography
- B. Basic functions and differences among bitmap, vector and layout programs
- C. Elements and principles of two-dimensional design such as line, shape, color, texture, space, emphasis, contrast, pattern, rhythm, balance, unity

III. The Creative Process and Professional Issues (6 hours, lecture)

- A. Process and technique such as research, thumbnails, roughs, comps, editing, presentation, reflection
- B. Ethics and responsibility such as copyright law, image manipulation, and artistic integrity

IV. The Creative Process and Professional Issues (12 hours, lab)

- A. Process and technique such as research, thumbnails, roughs, comps, editing, presentation, reflection
- B. Ethics and responsibility such as copyright law, image manipulation, and artistic integrity

V. Identification and Uses of Bitmap Imaging (6 hours, lecture)

- A. Scanning
- B. Resolution: web vs. print
- C. Photo retouching/color correcting
- D. Selecting, Copying, Pasting
- E. Layers, blend modes
- F. Texture and pattern
- G. Space
- H. Relevant examples of historical and contemporary design

VI. Identification and Uses of Bitmap Imaging (12 hours, lab)

- A. Scanning
- B. Resolution: web vs. print
- C. Photo retouching/color correcting
- D. Selecting, Copying, Pasting
- E. Layers, blend modes
- F. Texture and pattern
- G. Space
- H. Relevant examples of historical and contemporary design

VII. Identification and Uses of Vector Graphics (6 hours, lecture)

- A. Paths
- B. Shapes, Strokes
- C. Bezier Curves
- D. Typography
- E. Color swatches and libraries
- F. Figure/Ground in simplified shapes
- G. Merging type and symbol
- H. Relevant examples of historical and contemporary design

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IX. Identification and Uses of Page Layout Programs (6 hours, lecture)

- A. Text and Picture Boxes
- B. Item and Content
- C. Importing Tiff images
- D. Working with a grid
- E. Typography such as Serif/Sans Serif, Leading, tracking/ Kerning, type styles, Justification, widows/orphans, Denotation and connotation
- F. Relevant examples of historical and contemporary design

X. Identification and Uses of Page Layout Programs (12 hours, lab)

- A. Text and Picture Boxes
- B. Item and Content
- C. Importing Tiff images
- D. Working with a grid
- E. Typography such as Serif/Sans Serif, Leading, tracking/ Kerning, type styles, Justification, widows/orphans, denotation and connotation
- F. Relevant examples of historical and contemporary design

XI. Preparation, Analysis, and Criticism of Student Projects (6 hours, lecture)

- A. Preparing mounts for presentation of design projects
- B. Using color and value to enhance aesthetic and expressive content
- C. Originating concepts for art work based on intent, purpose, and use of assigned project
- D. Organizing formal elements in designs so as to support conceptual content
- E. Recognizing content, purpose and scope of design task
- F. Determining spatial and formal motifs
- G. Establishing work schedules
- H. Producing preliminary sketches
- I. Conceptualizing solutions to creative problems

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- G. Establishing work schedules
- H. Producing preliminary sketches
- I. Conceptualizing solutions to creative problems

Total Lecture Hours:	36
Total Laboratory Hours:	72
Total Hours:	108

IV. Primary Method of Evaluation and Sample Assignments

A. Primary Method of Evaluation (choose one):

- 2) Problem solving demonstrations (computational or non-computational)

B. Typical Assignment Using Primary Method of Evaluation

Create logo comp that use the design steps of research, thumbnails, roughs, and comps.

C. College-level Critical Thinking Assignments

Critical Thinking Assignment 1:

Using all original imagery, integrate type and image and design a cover for a book such as Alen Lightman's, Einstein's Dreams.

Critical Thinking Assignment 2:

Using shape, movement, positive/negative, and color, design a series of four postage stamps based on a subject such as "A Celebration of American Primary Education: Reading, Writing, Mathematics and Science."

D. Other Typical Assessment and Evaluation Methods

Class Performance, Completion, Homework Problems, Matching Items, Multiple Choice, Other (specify), Other Exams, Quizzes, Term or Other Papers, True/False, Written Homework

V. Instructional Methods

Demonstration, Discussion, Field trips, Group Activities, Guest Speakers, Lab, Lecture, Multimedia presentations, Other (specify)

If other:

Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.

VI. Work Outside of Class

Answer questions, Observation of or participation in an activity related to course content (such as theatre event, museum, concert, debate, meeting), Other (specify), Problem solving activity, Required reading, Skill practice, Study, Written work (such as essay/composition/report/analysis/research)

If Other:

VII. Texts and Materials

A. Up-to-date Representative Textbooks: (Please use the following format: Author, Title, Edition, Publisher, Year. If you wish to list a text that is more than 5 years old, please annotate it as a “discipline standard”.)

Santoro, Emily and Scott W. Santoro, Guide to Graphic Design Plus MyArtsLab with Pearson EText, Pearson Education, 2013.

Discipline Standard

B. Alternative Textbooks: (Please use the following format: Author, Title, Edition, Publisher, Year. If you wish to list a text that is more than 5 years old, please annotate it as a “discipline standard”.)

C. Required Supplementary Readings

D. Other Required Materials

VIII. Conditions of Enrollment

A. Requisites (Course Prerequisites and Corequisites) Skills needed without which a student would be highly unlikely to succeed.

Requisite:

Category:

Requisite course(s): List both prerequisites and corequisites in this box.

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).

B. Requisite Skills: (Non-Course Prerequisite and Corequisites) Skills needed without which a student would be highly unlikely to succeed.

Requisite:

Requisite and Matching Skill(s): Bold the requisite skill(s). If applicable

C. Recommended Preparations (Course) (Skills with which a student's ability to succeed will be strongly enhanced.)

Requisite course:

Art 131 or Art 141

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).

Demonstrate appropriate computer skills needed for the creation of digital art and the use of display and text type in comps for print and screen.

ART 131 - Identify and demonstrate use of appropriate rulers, tools, and materials.

ART 141 - Demonstrate appropriate computer skills needed for the creation of digital art.

D. Recommended Preparation (Non-Course) (Skills with which a student's ability to succeed will be strongly enhanced.)

Requisite:

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable

E. Enrollment Limitations

Enrollment Limitations and Category:

Enrollment Limitations Impact:

Course Created by: Andrea Micallef and Joyce Dallal on 02/05/2008

Original Board Approval Date: 12/15/2008

Last Reviewed and/or Revised by: Andrea Micallef

Date: 02/08/2021

Last Board Approval Date: 06/21/2021