



EL CAMINO COLLEGE
COURSE OUTLINE OF RECORD – Approved

I. Course Information

Subject: ART
Course Number: 233
Descriptive Title: Graphic Design II
Division: Fine Arts
Department: Art
Course Disciplines: Graphic Arts

Catalog Description:

This course continues the study of the concepts and processes of graphic design. Problem-solving skills and the creative design process are emphasized through digital imaging, typography, identity design and page layout. Students will explore various problem-solving strategies using raster, vector graphics, and page layout software, as well as with traditional art and design media.

Conditions of Enrollment:

Prerequisite: Art 133 with a minimum grade of C

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: 02/18/2014
Transfer UC: Yes Effective Date: Fall 2014

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

Students will be able to document intermediate-level applications of visual culture, creative design processes, and problem solving skills to a variety of design problems.

SLO #2

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

Students will be able to create a series of designs that demonstrate various problem-solving strategies in conjunction with traditional art/design media and digital applications such as raster, vector, and page layout software.

SLO #4

Students will be able to analyze and critique design projects based on intent and purpose, formal elements versus conceptual content, process and technique, aesthetic and expressive content, and preparation and presentation.

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

1. Document intermediate-level applications of visual culture, creative design processes, and problem solving skills to a variety of design problems.
2. Create intermediate-level designs through the synthesis of page layout and typography in combination with the creative manipulation of imagery and the design process.
3. Create a series of designs that demonstrate various problem-solving strategies in conjunction with traditional art/design media and digital applications such as raster, vector, and page layout software.
4. Analyze and critique design projects based on intent and purpose, formal elements versus conceptual content, process and technique, aesthetic and expressive content, and preparation and presentation.

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. Review of Graphic 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. Review of Graphic 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 Page Layout Programs (12 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

VI. Identification and Uses of Page Layout Programs (24 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

VII. Preparation, Analysis, and Criticism of Student Projects (12 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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- 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

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

B. Typical Assignment Using Primary Method of Evaluation

Analyze and create logo comprehensives utilizing the design process 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 Alan Lightman's, Einstein's Dreams. Document your work using a process journal or workbook and a design brief.

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." Document your work using a process journal or workbook and a design brief.

D. Other Typical Assessment and Evaluation Methods

Other (specify)

V. Instructional Methods

Demonstration, Discussion, Field trips, Group Activities, Guest Speakers, Lab, Lecture, Multimedia presentations, Role play/simulation

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

Problem solving activity, Skill practice, Study

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".)

Scott W. Santoro, Guide to Graphic Design Textbook, [Paperback], 1st ed., Pearson, 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: Prerequisite

Category: sequential

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

Art 133

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

Basic vocabulary of visual language and 2D Design principles.

ART 133 - Define the basic vocabulary of visual language and 2D Design principles.

The ability to create designs through the combination of typography and images

ART 133 - Create designs through the combination of typography and images.

The ability to utilize a variety of image-making technologies and processes during the creation of design projects.

ART 133 - Utilize a variety of image-making technologies and processes during the creation of design projects.

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:

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

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 on 10/19/2012

Original Board Approval Date: 02/18/2014

Last Reviewed and/or Revised by: Andrea Micallef

Date: 03/18/2019

Last Board Approval Date: 06/21/2021