Course Discipline and Number: ART 109   **Year: 2019-2020**

Course Title: Graphic Design   **Credit Hours: 3**

Attendance Policy: To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.

Services for Students with Disabilities: It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.

Course Description

An introduction to the graphic design profession that provides a foundation of design concepts and processes to produce artwork. Students are exposed to the history of graphic design and perception principles used for effective communication. ART 109 fulfills the SUNY General Education requirement in the Arts. Prerequisites: Prior completion or concurrent enrollment in MATH 090, ENGL 099, and RDNG 116 if required by placement testing. 3 Cr. (2 Lec., 2 Lab.) Fall and spring semesters.

Course Context/Audience

Graphic Design is a required course for the Graphic Design program major.

Basic Skills/Entry Level Expectations

Writing: W1 Student should be taking ENGL 099 (if needed). The course requires very limited writing, e.g., short written responses of a paragraph or less.

Math: M1 Taking MATH 090 (if needed) – Course requires limited use of very basic mathematical skills.

Reading: R3 Course may be taken concurrently with RDNG 116.

Course Goals

1. Students will understand the profession of the graphic designer and gain exposure to basic terminology used in the field.

2. Students will solve visual problems by utilizing the design process.

3. Students will develop the skills necessary to produce camera-ready artwork.

4. Students will be able to identify important "turn of the century (1900's)" to Art Deco art movements that influenced the growth of graphic design.

Course Objectives/Topics

Objective/Topic	% Course
Students will understand a history of graphic design from the Industrial Revolution to Art Deco. Topics include: American Victorian, French Art Nouveau, Bauhaus, American and English Arts and Crafts, de Stijl, Dada, and Italian Futurism.	10%

Students will be able to identify compositional and gestalt principles used in graphic design.	10%
Students will be exposed to basic printing processes and terminology.	10%
Students will solve visual problems by using the design process. This includes: research, brainstorming, thumbnails, roughs, comps, and creation of the final artwork.	30%
Students will develop and create the logotype, symbol, and a combination mark as course projects. Topics include: trademarks and corporate identity.	40%

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
Students will be able to ➢ develop meaningful questions to address problems or issues. ➢ gather, interpret, and evaluate relevant sources of information. ➢ reach informed conclusions and solutions. ➢ consider analytically the viewpoints of self and others.	Students will experience this goal through the critique process. This course requires students to produce designs using principles and techniques learned in class.
SOCIAL/GLOBAL AWARENESS OUTCOMES	**HOW DOES THE COURSE ADDRESS THE OUTCOMES** (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
➢ Students will begin to understand how their lives are shaped by the complex world in which they live. ➢ Students will understand that their actions have social, economic and environmental consequences.	Students will understand Graphic Design history from American Victorian to Art Deco and its influence on contemporary trends. During this course, students will realize the impact and importance of graphic design in everyday life.

Instructional Methods

Visual examples should be used to reinforce course content. Design process assignments should be critiqued by the group. Demonstrations should be given for setting type and presentation of art boards. A plain paper copier should be utilized during the course as a process and reproduction tool.

Methods of Assessment/Evaluation

Method	% Course Grade
Design projects and preparation, test to measure understanding of course content.	90%
Participation	10%

Text(s)

Graphic Design Solutions, Landa, Robin, 3rd Edition, © 2001 Thomson Delmar Learning.

Bibliography

Becoming a Graphic Designer, Steven Heller and Teresa Fernandes, Wiley.

A History of Graphic Design, Third Edition, Philip B. Meggs, Wiley.

Print's Best Logos & Symbols, Linda Silver.

How to Design Trademarks, John Murphy.

Graphic Design in America, Mildred S. Friedman.

Notes on Graphic Design, Gregg Barryman.

Other Learning Resources

Audiovisual Not available at this time
Electronic Not available at this time
Other Not available at this time