# Syllabus

## ART 215 Graphic Design I

## General Information

**Date** May 11th, 2021

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**Department** Visual and Performing Arts

**Course Prefix** ART

**Course Number** 215

**Course Title** Graphic Design I

## Course Information

**Catalog Description**  Students are exposed to the different stages of the process of developing visual communication, from research and development on through to reflection and refinement. The practice of documenting the creative process and honing presentation skills will be emphasized. Students apply and explore design principles as they take on design challenges and experiment with the development of their own style. Priority is placed on understanding typography, color, image manipulation and audience in the development of a successful visual solution to communicate a vision.

**Credit Hours** 3

**Lecture Contact Hours** 3

**Lab Contact Hours** 3

**Other Contact Hours**  0

**Grading Scheme** Letter

## Prerequisites

ART 105

## Co-requisites

None

# First Year Experience/Capstone Designation

**This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.**

# SUNY General Education

**This course is designated as satisfying a requirement in the following SUNY Gen Ed categories**
None

# FLCC Values

**Institutional Learning Outcomes Addressed by the Course**
Vitality, Inquiry, Perseverance, and Interconnectedness

# Course Learning Outcomes

**Course Learning Outcomes**

1. Solve design problems by employing design principles, considering the preferences of the audience and incorporating a personal aesthetic.

2. Through practice, develop awareness of industry standards and technical skills necessary to produce deliverable products from digital files.

3. Develop personal craftsmanship for professional presentation of finished work.

4. Critique work with a solid understanding of concept and construct.

# Outline of Topics Covered

**I. Design Principles / Typography / Pagination**

- Research and Thumbnails
- Principles of Design
- Vector design
- Creating informative imagery
- Curating sets of images
- Typography: hierarchy, readability and mailing requirements
- Production: file considerations, printing and presentation

**II. Color / Label Design / Prototype Development**

- Research and Thumbnails
- Developing a target audience
- Label consideration
- Color considerations - RGB, CMYK, spot color

- Grid structure
- Typography
- Image development: Pixel based / Vector based?
- Production: file considerations, printing and presentation

### III. Research Project

- Creating a visual pitch to support an idea
- Collect, verify and organize research
- Creating a visual report on a topic which pertains to the Graphic Design Field

### IV. Color, Type and Image: Event Promotion

- Research and Thumbnails
- Developing a target audience
- Working with and creating monotone/duotone/4 color images
- Color considerations in spot color
- Advertising for print or online
- Grid structure
- Typography: for print / for screens
- Production: file considerations, printing and mounting

## Program Affiliation

**This course is required as a core program course in the following program(s)**

AAS Graphic Design