

COURSE OUTLINE

ARTT-200 Graphic Design 3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

Students will acquire practical introductory knowledge of commercial art and advertising design. They will be able to solve formal problems dealing with fundamental principles and will develop the basic skills necessary to work with specific types of media, especially computer-generated graphic design. The primary objective of this course is to teach students to prepare advertisements and commercial designs from concept to visual communication. Prerequisite: ARTT-148 or ARTT-158. (4 hours weekly)

Overall Course Objective

Upon completion of this course, the students will be able to:

1. Solve creative problems related to the design process.
2. Demonstrate in their work a knowledge of the elements and principles of design.
3. Verbalize how the principles of good design are reflected in nature.
4. Use the computer hardware and software as effective tools for problem solving, exploration, and the creation of a final graphic design product.
5. Define and use the specialized vocabulary of graphic design in general and computer design in particular.
6. Verbalize the strengths and the weaknesses of the computer as a design tool as compared to more traditional tools.
7. Resolve specialized issues related to advertising design including: client needs visual communication of a specific idea, selection of format, layout illustrations, and the production of the completed work.
8. Develop solutions to design problems that go beyond the most obvious and superficial solutions.
9. Perceive and analyze the elements that make designs successful and unsuccessful.
10. Present a portfolio of works demonstrating their mastery of the course objectives.

Major Topics

- I. Principles of visual communication
- II. Special issues related to commercial art and advertising design
- III. Special issues related to computer design
 - A. Color - RGB, CMYK, Pantone, spot, process
 - B. Typesetting
 - C. Drawing and painting on the computer
 - D. Screen output vs. printed output
 - E. Copyright issues

- IV. IBM PC compatible computer basics
- V. The Windows operating environment
- VI. Graphic design hardware and software basics
 - A. Vector and bitmap formats
 - B. Illustration (drawing) programs and painting programs
 - C. Image capture and tracing
 - D. Clip art
 - E. Scanners
 - F. Printers
- VII. CorelDraw

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include a final portfolio review of works produced during the semester.

All studio faculty also require regular attendance.

Other Course Information

The course may be used as an Art elective in the Art transfer pattern, as a Fine Arts elective, a Humanities elective, or as an Arts and Sciences elective.