



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**GRAPHIC DESIGN I
CGA2037 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the freshman or the sophomore year.

Catalog Description:

CGA 2037 - GRAPHIC DESIGN I (3 hrs)

First in the graphic design sequence, students will learn the fundamentals of visual communication through the basic principles of line, form, and color. Emphasis will be placed on the design process, visual concepts, and visual sensitivity, effective integration of type and image, and technical skills through the use of computer graphic applications. The Adobe Design Suite is recommended. Class meets for 6 hours a week.

Prerequisites:

Prerequisites: Grade of C or better in Digital Imaging (Photoshop) (CGA2030), Grade of C or better in Computer Illustration (Illustrator) (CGA2012), Grade of C or better in ART2130 Foundation Design 2D, or Instructor approval

Controlling Purpose:

This course is designed to introduce art and graphic design majors to the fundamentals of visual communication through the basic principles of line, form, and color. Emphasis is on design process, visual concepts, visual sensitivity, effective integration of type and image, and technical skills.

Learner Outcomes:

The student will:

- understand and use line, form, and color to solve visual communication problems
- find solutions to design and communication problems through critical examination of the purpose and aesthetics involved, selecting and utilizing a variety of subject matters and symbols to express ideas in visual form
- gain an historical perspective of the history of graphic design and its key artists
- utilize computer graphic applications, scanning techniques, and understand proofing and printing procedures

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student’s achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted. N = No instruction or training in this area.

UNIT 1: INTRODUCTION						
Outcomes: Upon completion of the chapter, the students will be able to define Graphic Design, understand, and implement the nature and impact of visual communication into their designs.						
A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Define Graphic Design
						Understand and Implement the Nature and Impact of Visual Communication

UNIT 2: GRAPHIC DESIGN: THE BASICS						
Outcomes: Upon completion of the chapter, the students will be able to define and implement graphic design solution components into their designs and will be able to create a critique.						
A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:

						Define and Implement Graphic Design Solution Components
						Create a Critique
						Define the Formal Elements of Design
						Define the Principles of Design
						Implement the Principles of Manipulating Graphic Space

UNIT 3: TYPOGRAPHY

Outcomes: Upon completion of the chapter, the students will be able to define the formal elements of design, principle of design and implement the principle of manipulating graphic space into their designs.

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Understand Letterforms: Form and Structure
						Define The Principles of Design Applied to Typography
						Understand the Principles of Designing with Type

UNIT 4: CREATIVITY AND GRAPHIC DESIGN PROCESS

Outcomes: Upon completion of the chapter, the students will be able to understand letterforms, define the principles of design when applied to typography and the principles of designing with type.

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Understand Creative Thinking, Conceptual Thinking, and Problem Solving
						Define the five phases of the Graphic Design Process

UNIT 5: VISUALIZATION

Outcomes: Upon completion of the chapter, the students will be able to define layout, adjust designs based on the format and design using a grid.

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Understand Content, Medium, and Mode
						Define Visuals
						Integrate Type and Visuals
						Define Visualization Modes
						Understand the basics of visualizing form

UNIT 6: COMPOSITION

Outcomes: Upon completion of the chapter, the students will be able to design logos, symbols, and pictograms.

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Define Composition
						Understand the three basic routes
						Design using compositional strategies
						Use the three As in compositions
						Understand Modularity
						Design using the grid

UNIT 7: POSTERS

Outcomes: Upon completion of the chapter, the students will be able to create visual identity and design based on the needs of brands and branding.

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:

						Show Understanding of the Purpose of Posters
						Reference the History of Posters
						Show Understanding of the Challenges of Poster Design

UNIT 8: PUBLICATION DESIGN: COVERS AND INTERIORS

Outcomes: Upon completion of the chapter, the students will be able to show understanding of the purpose of posters, the challenges of poster design and reference the history of posters.

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Show Understanding of the Purpose of Covers
						Design a Cover with its specific Design Considerations in Mind

UNIT 9: BRANDING

Outcomes: Upon completion of the chapter, the students will be able to show understanding of the purpose of covers and design a cover with its specific design considerations in mind.

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Design Based on the Needs of Brands and Branding

UNIT 10: VISUAL IDENTITY

Outcomes: Upon completion of the chapter, the students will be able to show understanding of packaging design, audio/compact disc packaging, shopping bags and the related design requirements.

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Define Visual Identity and its goals
						Create Visual Identity

						Define logo
						Design a logo
						Understand letterhead and business card designs

UNIT 11: PACKAGE DESIGN

Outcomes: Upon completion of the chapter, the students will be able to show understanding of the purpose and value of advertising, types of ads, elements of an ad, components of an ad, methods of developing ad ideas, an ad campaign and define the design rolls.

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Show Understanding of Packaging Design & the Related Design Requirements
						Show Understanding of Audio/Compact disc Packaging & the Related Design Requirements
						Show Understanding of Shopping Bags & the Related Design Requirements

UNIT 12: CORPORATE COMMUNICATION: BROCHURES, ANNUAL REPORTS, AND MORE

Outcomes: Upon completion of the chapter, the students will be able to define unconventional advertising formats, show understanding of the reasons for unconventional advertising and list pros and cons of advertising.

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Show Understanding of the Purpose of an Annual Report
						Define the Components of an Annual Report
						Show Understanding of How to Develop a Theme
						Show Understanding of How to Coordinate the Visual Elements

UNIT 13: ADVERTISING

Outcomes: Upon completion of the chapter, the students will be able to show understanding of the purpose of an annual report, how to develop and theme, how to coordinate the visual elements and define the components of an annual report.

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Show Understanding of The Purpose and Value of Advertising
						Show Understanding of Types of Ads
						Define the Design Rolls of Audience, Clients, and the Creative Team
						Show Understanding of Elements of an Ad
						Show Understanding of Components of an Ad
						Show Understanding of the Methods of Developing Ad Ideas
						Show Understanding of an Ad Campaign
						Define Unconventional Advertising Formats
						Show Understanding of the Reasons for Unconventional Advertising
						List the Pros and Cons of Advertising

UNIT 14: WEB DESIGN

Outcomes: Upon completion of the chapter, the students will be able to show understanding of web design, how to approach promotional site design, define the steps in web site development and employ basic principles of design.

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Show Understanding of Web Design

						Define the Steps in Web Site Development
						Employ Basic Principles of Design
						Show Understanding of How to Approach Promotional Site Design

UNIT 15: THE PORTFOLIO AND JOB SEARCH

Outcomes: Upon completion of the chapter, the students will be able to create a generalized graphic design portfolio, an advertising portfolio, a mini-portfolio, implement advice from graphic design professors, show understanding of the career search process, the interview process and use other students' work as inspiration for their own designs.

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Create A Generalized Graphic Design Portfolio
						Create An Advertising Portfolio
						Create Mini-Portfolios
						Implement Advice from Graphic Design Professors
						Show Understanding of The Career Search Process
						Show Understanding of The Interview Process
						Use Other Student's Work as Inspiration for Their Own Designs

Projects Required:

Course Final Project

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

Access to production lab and appropriate software USB storage device

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Timeframe:

The U.S. Department of Education, Higher Learning Commission, and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching, and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability, which may impact work in this class, which requires accommodations, contact the Disability Services Coordinator.