



**COWLEY COLLEGE  
& Area Vocational Technical**

**School COURSE PROCEDURE**

**FOR**

<p><b>GRAPHIC DESIGN II CGA2040 3 Credit Hours</b></p>
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**Student Level:**

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

**Catalog Description:**

**CGA 2040 - GRAPHIC DESIGN II (3 hrs)**

The second course in the graphic design sequence stresses creative problem solving techniques as applied to single and multiple page layout as well as color and typography. Assignments investigate graphic communication in a variety of two and three-dimensional forms including print media, advertising, packaging, and promotional systems. Building on the iterative processes in previous courses, students will more thoroughly analyze and question problems while exploring a range of solutions. 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:**

The second course in the graphic design sequence stresses creative problem solving techniques as applied to single and multiple page layout as well as color and typography. Assignments investigate graphic communication in a variety of two and three-dimensional forms including print media, advertising, packaging, and promotional systems. Building on the iterative processes in previous courses, students will more thoroughly analyze and question problems while exploring a range of solutions.

**Learner Outcomes:**

The student will:

- Find solutions to design and communication problems through critical examination of the purpose and aesthetics involved, selecting and utilizing a variety of subject matter and symbols to express ideas in visual form
- Effectively integrate image and type to direct the viewer's response to the design
- Develop several portfolio quality graphic designs
- 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.

<b>UNIT 1: CONTINUE DEVELOPMENT OF CREATIVE PROBLEM SOLVING SKILLS</b>						
Outcomes: Upon completion of the unit, the students will be able to						
A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Apply the iterative design process to visual problems
						Conduct research to fully understand the scope of a visual design problem
						Use research to formulate creative solutions to solve visual design problems
						Analyze the intended message and audience
						Explain the purpose and create thumbnails, roughs, comprehensive layouts of the design solutions
						Select only essential elements needed to convey visual message and solve visual design problems
						Organize elements to clearly convey message
						Participate in oral and written critiques of own and others work
						Prepare and present solution to class and/or client.

**UNIT 2: CONTINUE EXPLORATION OF INDIVIDUAL CREATIVITY AND SKILLS DEVELOPMENT**

Outcomes: Upon completion of the unit, the students will be able to demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Effectively layout elements in one-page monochromatic formats
						Effectively layout elements in one and multiple page two and four color formats
						Effectively use typography to enhance message
						Effectively design a complete visual identity system
						Effectively design a 3-dimensional packaging system

**UNIT 3: PROFESSIONALLY COMPLETE AND PRESENT ORIGINAL DESIGNS**

Outcomes: Upon completion of the unit, the students will be able to

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Demonstrate craft skills in the construction of assigned design problems
						Demonstrate verbal communication skills in the presentation of design problems

**Projects Required:**

**Textbook:**

Contact Bookstore for current textbook.

**Materials/Equipment Required:**

Access to production lab and appropriate software, access to Renn Library Art and Design Collection

**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.