Department:

Art

Course Description:

This course covers the resources, materials, and procedures of graphic design. The course will provide an introduction to problem solving, basic layout skills, and graphic design terminology. An introduction to the Macintosh computer with the latest graphic software will be included. Projects will emphasize color, form, and typography.

Course Competencies:

Upon completion of the course, the student should be able to:

1. Define the four categories of graphic design.
2. Differentiate between the developmental stages of the design process and the application of these stages.
3. Compose with the elements of design as well as the fundamentals of effective layout and composition.
4. Design with various type styles.
5. Design with tools, materials, and equipment necessary for the production of graphic design projects.
6. Work effectively with a Macintosh computer.
7. Design with Adobe Illustrator software.
8. Design a project to communicate a message to a defined audience.
9. Measure, cut, and assemble projects for presentation and critique.

Course Content:

A. Fundamentals of Graphic Design
   1. Audience
   2. Creative process
   3. Gestalt theory
   4. Figure/ground
B. Symbolism
   1. Elements (shape, line, space, texture, color, value)
   2. Principles (balance, proportion, emphasis)
   3. Simplification
C. Typography
   1. Designing with type

HIGHLAND
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Syllabus
A 215 Graphic Design
3 Credit Hours (Lecture)
Prerequisites: None
Revision Date: 3/12/2013

    2.   Abstracting type

    3.   Display and text type

D.   Layout and Composition

    1.   Thumbnails, comps, finished work

    2.   Type and image composition

    3.   Illustration

    4.   Photography (optional)

E.   Tools and Equipment

    1.   Basic tools

    2.   Macintosh and graphic design software

    3.   Process camera and processor **Learning Assessments:**

Course competencies will be assessed by assignments in contemporary design problems, quizzes, written papers, and exams.

Instructional Materials:

Current Adobe imaging software programs and instructional materials provided by the instructor.

Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students **must** complete the "Disabilities Self-Identification Form" on our Disability Services website.

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.

A Note on Harassment, Discrimination and Sexual Misconduct

Highland Community College seeks to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX, and College policy prohibit harassment, discrimination and sexual misconduct. Highland Community College encourages anyone experiencing harassment, discrimination or sexual misconduct to talk to report to the Vice President for Student Services, the Human Resources Director or complete an online report about what happened so that they can get the support they need and Highland Community College can respond appropriately.

There are both confidential and non-confidential resources and reporting options available to you. Highland Community College is legally obligated to respond to reports of sexual misconduct, and therefore we cannot guarantee the confidentiality of a report, unless made to a confidential resource. Responses may vary from support services to formal investigations. As a faculty member, I am required to report incidents of sexual misconduct and thus cannot guarantee confidentiality. I must provide our Title IX coordinator with relevant details such as the names of those involved in the incident. For more information about policies and resources or reporting options, please review our Equity Grievance Policy.