GID 33: GRAPHIC DESIGN STUDIO I

Foothill College Course Outline of Record

<table>
<thead>
<tr>
<th>Heading</th>
<th>Value</th>
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<tbody>
<tr>
<td>Effective Term:</td>
<td>Summer 2022</td>
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<tr>
<td>Units:</td>
<td>4</td>
</tr>
<tr>
<td>Hours:</td>
<td>3 lecture, 3 laboratory per week (72 total per quarter)</td>
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<tr>
<td>Advisory:</td>
<td>Not open to students with credit in GID 50 or GRDS 53.</td>
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<tr>
<td>Degree &amp; Credit Status:</td>
<td>Degree-Applicable Credit Course</td>
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<tr>
<td>Foothill GE:</td>
<td>Non-GE</td>
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<tr>
<td>Transferable:</td>
<td>CSU/UC</td>
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<tr>
<td>Grade Type:</td>
<td>Letter Grade (Request for Pass/No Pass)</td>
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<tr>
<td>Repeatability:</td>
<td>Not Repeatable</td>
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Student Learning Outcomes

- A successful student identifies elements of visual language (negative shape, balance, color, focal point, typography) in graphic design work that may include advertising, logo design, poster design, business cards and brochures. (Created By Department - Graphic & Interactive Design (GID))
- A successful student will demonstrate technical and expressive fluency in industry-standard software applications. (Created By Department - Graphic & Interactive Design (GID))

Description

Introduction to graphic design and visual communication. Projects include composition, typography, image editing and logo design. Design principles are explored through creative projects. Students practice fundamental software skills using Adobe Photoshop, Illustrator, and InDesign to complete the graphic design activities in this course.

Course Objectives

The student will be able to:

a. demonstrate an understanding of basic design principles.
b. assess form, content and technique when solving visual problems.
c. demonstrate a working knowledge of graphic design software applications.
d. create digital comprehensives for class presentation and critique.
e. exhibit an understanding of the disciplines of graphic design.
f. develop and demonstrate self-directed learning strategies.
g. give presentations on topics related to graphic design.
h. transform visual communications into graphic presentations for a culturally-diverse marketplace.

Course Content

a. Thinking and communicating visually
   i. Visual literacy
   ii. Visual communication
   iii. Creative problem solving
b. Design principles
   i. Form and content
   ii. Composition and space
   iii. Line, shape and texture
   iv. Color and value
   v. Typography
   vi. Layout
c. Comprehensive layouts and production tools
   i. Vector drawing software
      1. Toolbox
      2. Menu items
      3. Palettes
      4. Drawing techniques
   ii. Image editing software
      1. Input techniques
      2. Toolbox
      3. Menu items
      4. Palettes
      5. Image manipulation techniques
   iii. Graphic design hardware
      1. Scanners and digital input devices
      2. Electronic drawing tablets
      3. Print devices
d. Visual culture
   i. Visual communication in a global marketplace
   ii. Artistic contributions by individuals from diverse cultural backgrounds

Lab Content

Comprehensive exploration of digital production tools

a. Vector drawing software
   i. Toolbox
   ii. Menu items
   iii. Palettes
   iv. Drawing techniques
b. Image editing software
   i. Input techniques
   ii. Toolbox
   iii. Menu items
   iv. Palettes
   v. Image manipulation techniques
c. Graphic design hardware
   i. Scanners and digital input devices
   ii. Electronic drawing tablets
   iii. Print devices
Special Facilities and/or Equipment

1. A lecture room equipped with an instructional computer, high-resolution color monitor, projection system, scanner, print output device, software, and network connectivity. Lighting and wall space suitable for displaying and critiquing hard copy output and projected images.
2. An integrated or separate facility with student workstation configurations to include hard drives; color monitors; mice or electronic drawing tablets; keyboards; scanners; print output device, software, and network connectivity.
3. When taught via Foothill Global Access: ongoing access to computer with JavaScript-enabled internet browsing software, media plug-ins, and relevant computer graphics applications.

Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

- Completed student projects
- Full class critiques
- Presented research findings
- Final portfolio review

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

- Lectures on technical and conceptual concepts of graphic design
- Discussion and critique of projects and representative media
- Group discussions that address the creative problem solving process and technical concepts
- Demonstration of graphic design techniques

Representative Text(s) and Other Materials


Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments


b. Example of required writing assignment: Lesson 2 - write 200-300 words explaining how asymmetry can make a design more dynamic.

c. Example of outside of class assignment: Lesson 2 - student will create a design demonstrating asymmetry.

Discipline(s)

Graphic Arts