

GID 34: GRAPHIC DESIGN STUDIO II

Foothill College Course Outline of Record

Heading	Value
Units:	4
Hours:	3 lecture, 3 laboratory per week (72 total per quarter)
Advisory:	Not open to students with credit in GID 51.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU/UC
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- A successful student will produce rough sketches and tight comprehensive layouts using appropriate tools and technology. (Created By Department - Graphic &
- A successful student demonstrates effective use of page layout software to visually communicate ideas and information. (Created By Department - Graphic & Interactive Design (GID))

Description

Continuation of GID 33. Students engage in problem solving with real-world graphic design projects. Focus on creative solutions that effectively use type, image, and layout. Projects include brochure, advertisement, interface, and package design. Creative ideas are explored in sketches, rough layouts, and finished comps. Students learn software skills using Adobe InDesign, Illustrator, and Photoshop to complete the graphic design activities in this course.

Course Objectives

The student will be able to:

- utilize basic design principles of layout and composition.
- create designs that effectively communicate design objectives.
- demonstrate effective use of page layout software to visually communicate ideas and information.
- produce rough sketches and tight comprehensive layouts using appropriate tools and technology.
- use graphic design software to create prints for class critique and portfolio presentation.
- recognize the importance of contributions of peoples of diverse cultures and backgrounds to the advancement of the graphic arts.

Course Content

- Conceptual problem-solving
 - Identifying the client
 - Researching the products or services involved
 - Articulating the message
 - Strategies for effective visual communication
- Principles of visual communication
 - Form, content and composition

- The grid as a design and layout foundation
 - Exploring solutions for achieving design awareness, mood, and dramatic emphasis
 - Development of design styles using electronic media
 - Professional standards
- Collateral design
 - Advertisements
 - Brochures
 - Interface
 - Packages
 - Software demonstrations and techniques
 - Digital image preparation for print media
 - Toolbox
 - Menu items
 - Palettes
 - File formats
 - Page layout
 - Toolbox
 - Menu items
 - Palettes
 - Grids
 - Importing text and graphics
 - Typography
 - Style sheets
 - File formats and file management
 - Skills and techniques in design presentation
- Visual Culture
 - Visual communication in a global marketplace
 - Artistic contributions by individuals from diverse cultural backgrounds

Lab Content

- Software techniques
 - Digital image preparation for print media
 - Toolbox
 - Menu items
 - Palettes
 - File formats
 - Page layout
 - Toolbox
 - Menu items
 - Palettes
 - Grids
 - Importing text and graphics
 - Typography
 - Style sheets
 - File formats and file management
 - Skills and techniques in design presentation

Special Facilities and/or Equipment

- 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.
- 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.
- When taught via Foothill Global Access: on-going access to computer with java-script enabled Internet browsing software, media plug-ins, and relevant computer graphics applications.

Method(s) of Evaluation

- A. Completed student projects
- B. Full class critiques
- C. Written examinations
- D. Final portfolio review

Method(s) of Instruction

- A. Weekly lectures explain various methods of Graphic Design followed by projects which allow students to show understanding and technical mastery of the subject. These presentations will be discussed and evaluated by in-class review and critique.
- B. Weekly reading covering Graphic Design will be presented, discussed and evaluated by students.

Representative Text(s) and Other Materials

Landa, Robin. [Graphic Design Solutions](#). Cengage Learning, 2014.

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

- A. Example reading assignment: Lesson 2 from textbook - pages 104-124
Layout. Project overview: page 125, Project 5-1 steps I and II.
- B. Example writing assignment: Lesson 2 - Write a short creative brief for your project. You will be designing the first spread (two pages) for a new article in the magazine you chose. Describe what the article will be about, and how you plan to make it fit the visual style of the magazine.

Discipline(s)

Graphic Arts