Graphic Design II
Course Design
2016-2017

Course Information
Division
Fine Arts
Course Number
ART 182
Title
Graphic Design II
Credits
3
Developed by
Tom Cicchelli/Revised by Jeff Henley
Lecture/Lab Ratio
1 Lecture/4 Lab
Transfer Status
<table>
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<tr>
<th>ASU</th>
<th>NAU</th>
<th>UA</th>
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<tr>
<td>ART Dept Elective</td>
<td>ART Departmental Elective</td>
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Activity Course
No
CIP Code
50.0400
Assessment Mode
Portfolio
Semester Taught
Spring
GE Category
None
Separate Lab
No
Awareness Course
No
Intensive Writing Course
No

Prerequisites
ART 181 or instructor approval

Educational Value
Essential to the art student wanting to learn about Graphic Arts. Techniques also pertinent to computer students, business students, and others contemplating fields where they will be expected to create well-designed, professional quality documents.

Description
A continuation of principles, tools, techniques, and media in graphic design layout. Includes layout, presentation, and concept development.

Supplies
Jump drive or other digital storage medium.
Competencies and Performance Standards

1. Identify basic principles of Graphic Design.

Learning objectives
What you will learn as you master the competency:

a. Develop basic conceptual thinking skills.
b. Acquire basic vocabulary in visible language.
c. Promote the use of an effective design process and aid in development of each student’s own personal design methodology.
d. Develop sensitivity to the subtle relationship between content and form.
e. Identify and define design objectives and client goals.
f. Explore a variety of image-making technologies and processes.
g. Examine how type and image can be brought together to clearly convey a chosen concept or idea.

Performance Standards
Competence will be demonstrated:

o in class during a verbal critique
o in presentation by student of his/her own work
o in successful completion of instructor assigned exercises

Performance will be satisfactory when:

o learner creates design
o learner makes initial sketches
o learner differentiates among the four elements of design
o learner weighs alternatives
o learner exhibits technical mastery
o learner chooses best solutions to problem

2. Understand design process.

Learning objectives
What you will learn as you master the competency:

a. Prepare a series of differing thumbnail sketches for a printed piece.
b. Prepare complete roughs from thumbnails.
c. Prepare comprehensive following a completed rough, in pencil.
d. Indicate display and text type on a comprehensive problem.
e. Prepare a design solution to a given problem that uses primarily abstract shapes.
f. Prepare a grid system for use for a multi-page brochure.

Performance Standards
Competence will be demonstrated:

o in class during a verbal critique
o in presentation by student of his/her own work
o in successful completion of instructor assigned exercises
Performance will be satisfactory when:
- learner creates a design
- learner makes initial sketches
- learner differentiates among the four elements of design
- learner weighs alternatives
- learner exhibits technical mastery
- learner chooses best solutions to problem

3. Present work to class and critique others and self.

Learning objectives
What you will learn as you master the competency:

a. Discuss stages of work from concept; thumbnails to final design.

b. Communicate to class using art terminology.

c. Judge validity of suggestions made by others.

d. Justify work.

Performance Standards
Competence will be demonstrated:
- in class during a verbal critique
- in presentation by student of his/her own work
- in successful completion of instructor assigned exercises

Performance will be satisfactory when:
- learner discusses stages of work from concept; thumbnails to final design
- learner communicates to class using art terminology
- learner judges the validity of suggestions made by others
- learner justifies his/her own work

Types of Instruction
Lecture
Classroom Participation

Grading Information
Grading Rationale
Portfolio evaluation.
Student may choose to receive a grade or pass/fail.
Grading Scale
A  100-90%
B  89-80%
C  79-70%
D  69-60%
F  59% and below

Pass/Fail Grading Scale
P  70 – 100%