Course Information

Division: Fine Arts
Course Number: ART 181
Title: Graphic Design I
Credits: 3
Developed by: Tom Cicchelli/Revised by Jeff Henley
Lecture/Lab Ratio: 1 Lecture/4 Lab
Transfer Status

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<th>ASU</th>
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<td>ART Dept Elective</td>
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Activity Course: No
CIP Code: 50.0400
Assessment Mode: Portfolio
Semester Taught: Fall
GE Category: None
Separate Lab: No
Awareness Course: No
Intensive Writing Course: No

Prerequisites
None

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 might be expected to be able to create well designed, professional quality documents.

Description
Principles, tools, techniques, and media in graphic design layout. Includes layout, presentation, and concept development.

Supplies
Jump drive
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**

   *You will demonstrate your competence:*
   
   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

   *Your performance will be successful when:*
   
   o learner creates designs
   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.
   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**

   *You will demonstrate your competence:*
   
   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
Your performance will be successful when:

- learner creates 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

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
Learner will demonstrate your competence:

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

Your performance will be successful when:

- learner discusses stages of own 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 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
P/F This course is appropriate for a Pass/Fail grade.