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Art (ART) 1811 Graphic Design (3) CSU
[formerly Art 32B, Art 1810]

Prerequisite: Successful completion in Art 1800/Computer Science 1800 with a grade of “C” or higher

Prerequisite knowledge/skills: Before entering the course, a student should be able to:

1. Comprehend the operational theories associated with computer generated images,
2. Operate a microcomputer work station,
3. Operate current generation color printer,
4. Transfer basic freehand drawing techniques, elements of art concepts, and art color theories to electronic generated images,
5. Pose problems of composition in graphics or illustrations,
6. Provide solutions to the problems of composition,
7. Assess critically the outcomes of his/her compositions,
8. Identify styles of graphics and illustrations,
9. Identify styles of fonts when appropriate, and
10. Prepare final images as professional presentation to be comprehend the various stages of student creative arts magazine publication.

Total Hours: 32 hours lecture; 48 hours lab (80 hours total)

Catalog Description: This course introduces basic principles and techniques of graphic design by using the computer and Adobe InDesign software to combine text and visuals. Not open to students who have completed Art 1810.

Type of Class/Course: Degree Credit

Text: Adobe Creative Team. *Adobe InDesign CS5: Classroom in a Book*. 1st ed. San Jose, CA: Adobe Press, 2010. Print.
Wheeler, Susan G. and Gary S. Wheeler. *The Visual Design Primer*. 1st ed. Pearson Education: Prentice Hall, 2002. Print.

Additional Required Materials: None

Course Objectives:

By the end of the course, a successful student will be able to:

1. Comprehend the operational theories associated with graphic design and to create effective visual communication for commercial purposes,
2. Operate a microcomputer work station to arrange page layout,
3. Transfer basic graphic design theories to computer generated text and images,
4. Analyze problems of composition in graphic design, and be able to provide solutions,
5. Analyze problems of editorial policy and censorship issues and be able to provide solutions,
6. Analyze problems of composition of page layouts integrating text and visuals and be able to provide solutions,
7. Assess critically the outcomes of his/her compositions,
8. Identify styles of text and images,
9. Identify styles of fonts when appropriate,
10. Prepare final graphic designs as professional presentation to be included in their portfolio,
11. Design covers of student publications, posters, postcards, flyers and
12. Plan and execute distribution of the campus life magazine.

Course Scope & Content:

Unit I Work Area Familiarization and Review of the Elements of Art and Principles of Design

- A. Review
 1. Elements of art
 2. Principles of design
- B. Work Area
 1. Control Panel
 2. Tools
 3. Navigating the document

Unit II Working with a Document

- A. Viewing the document
- B. The purpose of guides
- C. Adding elements: text
- D. Adding elements: graphics
- E. Fine-tuning the layout
- F. Master pages
- G. Spreads

Unit III Document Structure

- A. Layers
- B. Frames
- C. Objects
- D. Working with text

- Unit IV Developing the Layout
- A. Typography
 - B. Color
 - C. Gradients
 - D. Using adobe bridge
 - E. Creating and applying styles
 - 1. Importing and modifying graphics
 - 2. Creating and using tables

- Unit V Working with Long Documents
- A. Starting a book
 - B. Running footers
 - C. Footnotes
 - D. Cross-referencing
 - E. Table of contents
 - F. Indexes

- Unit VI Output
- A. Preflighting files
 - B. Packaging
 - C. PDF proofs
 - D. Separations
 - E. Previewing the final product

Lab Content, embedded in the lecture portion of the class, to include:

1. Developing skills with software tools,
2. Skill development on interface between the application software and the computer operating system, and
3. Developing effective use of visual communication for commercial purposes.

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Skill practice,
2. Reviewing the elements of art, design principles, and color theory,
3. Reviewing commercial art including:
 - a. Newspapers,
 - b. Magazines,
 - c. Flyers and brochures,
 - d. Books, and
4. Developing their creativity.



Methods of Instruction:

1. Lecture/demonstration,
2. Assigned projects in the computer lab,
3. Individual skill practice, and
4. Critiques of projects.

Methods of Evaluation:

1. Skill demonstration, including:
 - a. Class discussion,
 - b. Assigned projects, and
 - c. Final project review.