

Date: Spring 2004

COURSE TITLE: GRAPHIC ARTS AND ADVERTISING
TECHNOLOGY

COURSE NUMBER: ART 215

Credit and Contact Hours: 3 credit hours – 4 contact hours

Catalog Description:

The student will have an intensive introduction to the technical and aesthetic aspects of communication relative to graphic design. This will include typography, design application, communication language, comprehensive layout, technical considerations, research and development of ideas. The subject matter will be presented based on current industry standards.

Prerequisite: ART 105 or permission of instructor.

II. GOALS AND OBJECTIVES:

The primary objective is to develop the necessary concepts and skills involved in graphic design. The student will be involved with the fundamentals of graphic design as applied to layout, typography and imagery essential for effective communication.

Student Learning Outcomes:

The student will, at the end of the course:

1. Be aware of fundamental design concepts as related to graphic design.
2. Improve problem solving skills.
3. Have firm understanding of the basic rules of typography as a primary communication tool.
4. Improve image creation capabilities.
5. Heighten awareness and skill with current technologies / pre-press preparation.
6. Enhance awareness of the vast number of resources available for effective communication.

Relation of Course Goals to Goals of Degree Program:

This course prepares the student with further understanding of the graphic design process and professional working methods. Graphic Arts and Advertising Technology I will provide the student with a foundation of knowledge necessary for entry level studio skills or further education at a 4 year institution.

Competencies Addressed:

Oral communication	Reading	Mathematics
Computer Literacy	Professional Competency	Problem Solving,
Ethics/Values	Information Resources.	Writing

III. METHOD OF INSTRUCTION:

Lectures, critiques, research projects, guest speakers, classroom demonstrations.

ASSESSMENT MEASURES: The production of a portfolio based on course goals and objectives will be used to assess the students' understanding and abilities.

STUDENT ACTIVITIES:

1. Research projects based on fundamental design concepts and Typography.
2. Three (3) major projects based on personal interest, creativity, research and final production.
3. Completion of 3 portfolio pieces.

METHOD OF EVALUATION:

1. Quality of work produced
2. Understanding of technology and its application
3. Participation in formal critiques
4. Promptness – work submitted late will be penalized
5. Attendance, attitude and progress

IV. COURSE OUTLINE:

- I. Design principles/ Client Profile Study
 - Mac Operating Systems
 - Vector design
 - Creating images which are appropriate for a client
 - Creating sets of images
 - Typography for direct mail
 - Production: file considerations, printing and mounting
- II. Color / Object Translation Study – focus on corporate identity development
 - Developing a trademark
 - Color considerations - 2 color and black and white
 - Grid structure
 - Typography
 - Production: file considerations, printing and mounting
- III. Question and Answers / Layout Project
 - Reading from assigned text
 - Answering of questions to parallel class discussions
 - Microsoft word – layout considerations

- IV. Spot color / type and image considerations for Event Promotion
 - Working with and creating monotone/duotone images
 - Color considerations in spot color
 - Spot ads – working in black and white
 - Grid structure
 - Typography for posters and like promotions
 - Ticket development – understanding rules and regulations
 - Production: file considerations, printing and mounting