Northwest Arkansas Community College
(Communication and Arts Division)

Discipline Code
ART

Course Number
1313

Course Title
Design I

Catalog Description
Students in this course learn to use the elements and principles of design as a basis for all creative work in the visual arts. Students are introduced to the vocabulary of design as well as the use of the computer as a design tool. **This course must be taken before any Graphic Design course.**

Prerequisites
None

Credit Hours
3 credit hours

Contact Hours
30 lecture contact hours; 60 lab contact hours

Load Hours
4.67 load hours

Semester Offered
Fall and Spring

ACTS Equivalent
N/A

Grade Mode
A-F

Learning Outcomes
Students completing this course will be able to:
- Demonstrate a working knowledge of the current graphic design software, including Adobe Illustrator and Adobe Photoshop.
- Demonstrate a familiarity with the vocabulary of design.

- Demonstrate abstract thinking and creativity through design.
- Research information on clients, products, styles, etc. and then apply that research to their designs.
- Critique work not only for skill and technique, but also for its application.
- Understand and use the computer as a design tool, including Macintosh operating system, Adobe Illustrator and Adobe Photoshop.

General Education Outcomes Supported
- Students develop higher order thinking skills.
- Students develop effective oral communication skills.
- Students can use computers proficiently.

Standard Practices
Topics List
- The Computer as a Design Tool
- Adobe Illustrator
- Basics of Adobe Photoshop
- Elements of Art
- Principles of Organization
- Design Vocabulary
- Evaluation of Art/Design
- Presentation
- Critiques

Learning Activities
Required Methods of Instruction
- Primarily lecture, visual aids, demonstrations, and studio work.
- Areas covered must include instruction on the use of Adobe Illustrator, Adobe Photoshop, design vocabulary, research, discussions, presentations, and critiques.
- Methods must include visual demonstrations, classroom discussions, studio work, presentation, and critiques with a focus on learning advanced design concepts and software use. Instructors should closely monitor the progress of students and their use of the software to ensure that the students are gaining a thorough knowledge of the application.

Assessments
Assessment is based on a chosen project assigned across all sections of the course. The rubric and assignment must be very similar, and the project should demonstrate the learning progression of the students.

Grading guidelines

- Grades in this course should be based on design aesthetics, creativity & originality, following instruction, execution with the prescribed software, and presentation of the work.
- Percentages of each of the criteria may vary with each project, but Design and Execution should both be given nearly equal weight in grading of each of the major projects.

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