Northwest Arkansas Community College
(Communication and Arts Division)

Discipline Code
ART

Course Number
2363

Course Title
Graphic Design I

Catalog Description
This course is an involved study of the principles and techniques of graphic design as applied to exercises and projects representative of the advertising and promotional world. Students enrolling in this course must have a strong knowledge of Adobe Illustrator that can be gained in ART 1313.

Prerequisites
ART 1303 and a grade of C or better in ART 1313.

Credit Hours
3 credit hours

Contact Hours
45 lecture contact hours; 45 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, Adobe Photoshop, and Adobe InDesign.
- 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 completing this course will be able to:
- Students develop higher order thinking skills.
- Students develop effective oral communication skills.
- Students will demonstrate technological fluency.

Standard Practices
Topics List
- Advanced Understanding of Adobe Illustrator
- Thorough Understanding of Adobe Photoshop
- Gestalt Principles
- 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, and Adobe InDesign, 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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