Course Outline for: ART 1116 Introduction to Graphic Design

A. Course Description
1. Number of credits: 3
2. Lecture hours per week: 1
   Lab/Studio/Clinical hours per week: 4
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: 6

This course presents an introduction to graphic design as a form of visual expression. Emphasis will be placed on layout, design elements, typography and output. Relevant software, critique, and related vocabulary are also incorporated.

B. Date last reviewed: January 2022

C. Outline of Major Content Areas
1. Basics of design concepts, composition and layout.
2. Project planning, sketching, file organization, file optimization.
3. Effective use of elements of design such as color, shape, line and space.
4. Basics of software used in the field of graphic design.
5. Using typography as words as well as images
6. Relevant historical and contemporary designers
7. Aesthetics and critical analysis

D. Course Learning Outcomes
Upon successful completion of the course, the student will be able to:
1. Design a visual solution to communicate a message. MnTC Goal 6 (E)
2. Describe the historical and cultural content of graphic design. MnTC Goal 6 (B)
3. Demonstrate the effective use of typography. MnTC Goal 6 (D)
4. Demonstrate a working knowledge of industry standard software. MnTC Goal 6 (D)
5. Analyze historic and contemporary graphic design: styles, techniques, terminology, and materials. MnTC Goal 6 (A,B,C)
6. Explain and evaluate the relationship between the fine arts and the development of culture. MnTC Goal 6 (A,B,C)
7. Explain and evaluate the effectiveness of design through critique. MnTC Goal 6 (C)
8. Demonstrate and explain health and safety issues within the discipline.

E. Methods for Assessing Student Learning
1. Instructor's record of student's active participation in the class as demonstrated by regular attendance, preparation, class discussions, and group or individual critiques.
2. Instructor's record of student's understanding of discipline appropriate terminology and concepts as demonstrated in critiques, whether oral, written, group, or individual.
3. Instructor's analysis of students well-presented, completed work that demonstrates comprehension, exploration, and strong technical skills.
4. Exams focusing on discipline specific terminology, historical concepts, and processes.
5. Written work (essays, critical response papers, research projects, and etc.) using discipline appropriate terminology and appropriate academic style.

F. Special Information:
In addition to class time, students work a minimum 4 hours outside of class per week.