

# Minnesota State University Moorhead

## GID 210: Introduction to Graphic Design

### A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 4

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites:

This course requires the following prerequisite  
GID 230 - Introduction to Digital Design

Corequisites: None

MnTC Goals: None

This course is an inquiry into the nature of graphic design which, if used effectively and ethically, is a powerful visual tool. Inquiry includes: Visual problem-solving, introduction to typography, symbols, lettermarks, logotypes, publication design, information design, three-dimensional design, as well as client/designer relations, studio operations and production procedures.

**B. COURSE EFFECTIVE DATES:** 01/02/2021 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. The formal elements of graphic design and their relationship to the formal principles of fine art
2. The principles of design
3. Typography
4. Creativity and the graphic design process
5. Visual concepts
6. Composition

### D. LEARNING OUTCOMES (General)

1. Understand clients/audience/society needs.
2. Ability to solve visual problems through the knowledge of design principals, typography, visual concepts, composition, and theories.
3. Develop the ability to compose successful design solutions.

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted