

# North Hennepin Community College

## ART 2601: Advanced Graphic Design I

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites:

This course requires all three of these prerequisites

ART 1301 - Two Dimensional Design I

ART 1340 - Fundamentals of Color

ART 2901 - Graphic Design Tools I

Corequisites: None

MnTC Goals: None

This course is a study of Graphic Design theory and applications. Students explore the creative process in the development of visual communication and its relationship to creating graphic design ideas. The visual language of design is explored as students design a variety of projects through application of computer graphics and use of software. Students will be taught to understand the techniques and theories of graphic design for design projects, make appropriate creative choices in design and execution of graphic design projects using the design principles presented in this course, demonstrate facility with and appropriate use of graphic design software packages used in this course, evaluate and analyze design projects from the several perspectives including design principles, audience, intent, appropriateness of media choice for the project, and skill of execution using media, generate manageable and appropriate graphic design project solutions from among a large set of possible variables and strategies, and exercise self-motivation and creative problem-solving in addressing design challenges, time constraints, and media limitations of graphic design project management.

Prerequisites: Art 1301, Art 1340 and Art 2901.

**B. COURSE EFFECTIVE DATES:** 10/02/2018 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Application of graphic design principles in the conception, design, creation and execution of projects that reflect professional standards.
2. Integration of typography, illustration, photography, and computer generated images into projects as assigned by the instructor
3. Evaluation and analysis of concepts and project execution through peer and instructor critiques
4. Use of software such as Photoshop, Illustrator and InDesign (or other applications as selected by the discipline) as an integral part of the design projects.

#### **D. LEARNING OUTCOMES (General)**

1. Understand the techniques and theories of graphic design for design projects. (NHCC ELOs Essential Knowledge, Intellectual and Practical Skills; Integrative and Applied Learning; Program Goals 1a, 2c, 4a)
2. Make appropriate creative choices in design and execution of graphic design projects using the design principles presented in this course. (NHCC ELOs Intellectual and Practical Skills; Integrative and Applied Learning; Program goals 2b, 2c, 2d, 4c)
3. Demonstrate facility with and appropriate use of graphic design software packages used in this course. (NHCC ELOs Intellectual and Practical Skills; Integrative and Applied Learning; Program goals 2d, 4a)
4. Evaluate and analyze design projects from the several perspectives including design principles, audience, intent, appropriateness of media choice for the project, and skill of execution using media. (NHCC ELOs Knowledge of Human Cultures and the Physical & Natural World; Intellectual and Practical Skills; Integrative and Applied Learning;) (Program goals 1a, 2a, 2b, 2c, 2d, 4a, 4c)
5. Generate manageable and appropriate graphic design project solutions from among a large set of possible variables and strategies. (NHCC ELOs Intellectual and Practical Skills; Integrative and Applied Learning; Program goals 2a, 2b, 2c, 2d, 4a, 4b, 4c)
6. Exercise self-motivation and creative problem-solving in addressing design challenges, time constraints, and media limitations of graphic design project management. (NHCC ELOs Personal and Social Responsibility) (Program goals 3a, 3b, 3c)

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

None

#### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

#### **G. SPECIAL INFORMATION**

None noted