

Minnesota State College Southeast

ARTS 1222: Introduction to Graphic Design

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: Goal 02 - Critical Thinking, Goal 06 - Humanities/Fine Arts

This introductory course provides an overview of various industry-standard software applications used in graphic design. Students will apply visual communication strategies and creative and effective design elements and layouts. The course will focus on fundamental design concepts and historical design styles relating to text and image interaction. Students will develop various types of graphic designs to include typography, color, illustration, symbols, and photography. Prior knowledge of Adobe InDesign and Photoshop is recommended, but not required, for this course. Adobe InDesign and Adobe Photoshop (Creative Suite 6 or Creative Cloud Complete) are required applications for those taking this course online. (Meets MnTC Goal 2 and Goal 6) (Prerequisites: none) (3 credits: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 07/27/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Visual communication strategies
2. Design elements and layouts
3. Fundamental design concepts
4. Historical design styles
5. Text and image interaction
6. Typography
7. Color
8. Symbols
9. Illustration
10. Photography

D. LEARNING OUTCOMES (General)

1. Identify and apply basic graphic design principles while producing original work
2. Research and utilize historical design styles to create effective works of art
3. Gain cultural/social awareness of the role of graphic designers throughout history
4. Brainstorm concepts and apply critical thinking skills to creatively solve visual problems
5. Utilize vocabulary associated with art and graphic design
6. Develop skill using traditional media and current media applications
7. Understand the creative process and critically assess work throughout
8. Hone individuality and creative expression
9. Reflect upon and present enlightened personal reactions to works of art

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

Goal 02 - Critical Thinking

1. Gather factual information and apply it to a given problem in a manner that is relevant, clear, comprehensive, and conscious of possible bias in the information selected.
2. Imagine and seek out a variety of possible goals, assumptions, interpretations, or perspectives which can give alternative meanings or solutions to given situations or problems.
3. Analyze the logical connections among the facts, goals, and implicit assumptions relevant to a problem or claim; generate and evaluate implications that follow from them.
4. Recognize and articulate the value assumptions which underlie and affect decisions, interpretations, analyses, and evaluations made by ourselves and others.

Goal 06 - Humanities/Fine Arts

1. Demonstrate awareness of the scope and variety of works in the arts and humanities.
2. Understand those works as expressions of individual and human values within an historical and social context.
3. Respond critically to works in the arts and humanities.
4. Engage in the creative process or interpretive performance.

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

This course was previously HUMA 2522.