Course Description

Prerequisites: NONE

Course Description: Graphic design with emphasis on the visual communication design process. Topics include basic terminology and graphic design principles.

This class will provide the principles of digital image processing and electronic design, with an emphasis on bitmapped- or raster-based image creation and the creative aspects of electronic illustration.

This is a 3 credit hour course. (2 lec., 4 lab.)

WECM End-of-Course Outcomes: Define basic design terminology; apply the design process using graphic design principles; and demonstrate the use of design tools and equipment.

Student Learning Outcomes:
Upon successful completion of ARTC 1305, students will be able to:

- Identify industry-accepted principles of Basic Graphic Design.
- Demonstrate proficiency in the use of Adobe Photoshop and Adobe Illustrator as graphic design tools by creating a complete website design.
- Communicate effectively with real clients and their requirements.

Course Materials

Recommended Textbook:
Learn Adobe Photoshop CC for Visual Communication:
Adobe Certified Associate Exam Preparation
Adobe Press

Recommended 8GB or sufficient storage USB Drive and/or a cloud drive (e.g. Dropbox) account to backup files.

A student of this institution (El Centro College) is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Major Course Requirement:
Students will participate in **Discussion Boards** addressing major topics covered in the course.

Students will practice Graphic Design concepts and advanced Photoshop Techniques, techniques through a series of related assignments. A **midterm exam** will cover major topics covered in the course. Students will be able to demonstrate proficiency in the use of Adobe Photoshop and Adobe Illustrator as graphic design tools by creating a complete website design. Students will be able to communicate effectively with real clients and their requirements.

**SUBJECT MATTER**
Topics covered in the lecture portion of the course include:

- **Graphic Design Elements** are the building blocks of graphics.
  - Line: path of a point
  - Shape: perceivable area
  - Value: relative light and darkness
  - Color: Basic color theory
  - Space: (2D) height, width and of depth
  - Texture: actual or simulated tactile quality

- **Graphic Design Principles** are ways in which elements are used together.
  - Scale: overall size
  - Proportion: relative size within the work
  - Unity: repetition > rhythm > pattern > unity
  - Balance: symmetrical or asymmetrical
  - Direction: gesture, direction of gaze, etc., that moves your eye over composition
  - Emphasis: dominance hierarchy created by scale, color, etc.

"The basis of good graphic design can be described as the thoughtful application of design elements in the form of design principles."

**DISCLAIMER**
The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instructor. When necessary, appropriate notice of such changes will be given to the student.

The instructor-of-record may provide additional information to enhance the course to meet the needs of the enrolled students, provided that the enhancements do not conflict with the official course syllabus.

**INSTITUTIONAL POLICIES**
Institutional Policies relating to this course can be accessed from the following link:
http://www.elcentrocollege.edu/syllabipolicies