EL CENTRO COLLEGE  
ARTC 1305  
BASIC GRAPHIC DESIGN  
SYLLABUS

COURSE DESCRIPTION

Prerequisites: NONE

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.
   Apply critical thinking when solving problems and providing solutions.

COURSE MATERIALS


OR

Text Materials provided from the Internet and other sources

A minimum of 2GB USB Flash drive or equivalent Cloud or account with Dropbox.com

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 Discussions addressing major topics covered in the course.

Students will practice Graphic Design concepts and advanced Photoshop techniques through a series of related assignments which will be used to evaluate the student's understanding of graphic design and advanced Photoshop techniques.

Students will be able 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 and Shapes
- Value Contrast
- Depth
- Perspective
- Motion
- Texture
- Format
- Guidelines and Grids

**Graphic Design Principles** are ways in which elements are used together.
- Balance
- Emphasis
- Rhythm
- Unity

"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
All El Centro students are responsible for knowing and adhering to the following institutional and course-related policies:

- [www.elcentrocollege.edu/syllabipolicies](http://www.elcentrocollege.edu/syllabipolicies)
- Course-related Institutional Policies