

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

ART 31 - Graphic Design I

3 Unit(s)

Prerequisite(s): NONE

Recommended Prep: Reading Level IV; English Level III

Transfer Status: CSU

34 hours Lecture

51 hours Lab

This course is an introduction to the general field of graphic design. Students will explore and apply professional skills in design, layout, and production. Areas of study will include advertising design and layouts, corporate identity, publication design, packaging and producing print-ready artwork.

II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Identify materials and processes involved in producing print-ready artwork.
- B. Demonstrate technical proficiency in artwork production processes.
- C. Recognize contemporary job markets in the design fields.
- D. Use software and graphic design skills to create hands-on design projects.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Use of software for design	1.00
2. Advertising design	6.00
3. Business system design	6.00
4. Package design	2.00
5. Typographical processes	6.00
6. Basic printing processes	6.00
7. Publication design	2.00
8. Presentation methods	4.00
9. Basic typography	1.00
Total Hours	34.00

Lab	
<u>Topics</u>	<u>Hours</u>
1. Use of software for design	1.50
2. Advertising design	9.00
3. Business system design	9.00
4. Typographical processes	9.00
5. Basic printing processes	12.00
6. Presentation methods	9.00

7. Basic typography	1.50
Total Hours	51.00

IV. METHODS OF INSTRUCTION

- A. Lecture
- B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- C. Demonstrations
- D. Multimedia Presentations
- E. Critiques of class projects

V. METHODS OF EVALUATION

- A. Quizzes
- B. Projects
- C. Written Assignments
- D. Exams
- E. Essays
- F. Critique
- G. Notebook

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 1. Research interviews of two designers. Be prepared to share and discuss the interviews in an oral report with the class.
 2. Find and read an article relating to new technologies in the graphic design industries. Write a one-page summary of the article.
- B. Writing Assignments
 1. Create a blog using Blogger or another similar blogging Website. Write in this blog once a week on a subject related to current class projects.
 2. Design and produce a tri-fold brochure. This includes brochure cover content as well as interior brochure content. A minimum of two interior panels must have written content along with images.
- C. Out-of-Class Assignments
 1. Use a digital camera to take photos of your neighborhood, with images focusing on the typography and design of elements within the area of interest.
 2. Visit a grocery store and write down how many types of products are on one specific aisle, while taking notes on the product packaging and what stands out most to a consumer.

VII. RECOMMENDED MATERIALS OF INSTRUCTION

Materials Other Than Textbooks:

- A. Instructor Handouts
- B. Tutorials

Created/Revised by: David Cooper

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