

Course Information

Course Title	Basic Graphic Design
Course Prefix, Num. and Title	ARTC 1305 – Basic Graphic Design
Division	Technology & Business
Department	Computer Science
Course Type	WECM Course
Course Catalog Description	Graphic design with emphasis on the visual communication process. Topics include basic terminology and graphic design principles. Using page layout software to create effective static and personalized documents that observe established principles of design, typography, color, photography, and ethics.
Pre-Requisites	Grade C or better in IMED 1301
Co-Requisites	None

Semester Credit Hours

Total Semester Credit Hours (SCH): Lecture Hours:	3:2:2
Lab/Other Hours	
Equated Pay Hours	3
Lab/Other Hours Breakdown: Lab Hours	2
Lab/Other Hours Breakdown: Clinical Hours	0
Lab/Other Hours Breakdown: Practicum Hours	0
Other Hours Breakdown	0

Approval Signatures

Title	Signature	Date
Prepared by:		
Department Head:		
Division Chair:		
Dean/VPI:		
Approved by CIR:		

Additional Course Information

Topical Outline: Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, and clinical or other non-lecture instruction).

History of Visual Communication
Typography
Principles of Design
Color – How it Works and its use InDesign
Reproduction of Printed Images
Designing for Public Relations & Newsletters
Variable Data Printing (VDP); Data Merge
Advertising Design
Intellectual Property

Course Learning Outcomes:

Learning Outcomes – Upon successful completion of this course, students will:

Define basic design terminology; apply the design process using graphic design principles; and demonstrate the use of design tools and equipment.

Methods of Assessment:

Individual/Group Assignments
Individual/Group Projects
Written Assignments/Research Papers
Reading Assignments
Presentations
Labs/Assignments
Portfolios
Quizzes/Tests/Exams/Certifications
Critiques/Discussions
Surveys
Attendance/Participation

Required text(s), optional text(s) and/or materials to be supplied by the student:

Required:

Graham, Lisa. 2005. Basics of Design: Layout & Typography for Beginners. Delmar Learning, ISBN-10 1401879527.
Botello, C. 2011. Adobe InDesign CS5 Revealed. Clifton Park, NY: Delmar. ISBN: 978-1- 111-13049-7.

16 – GB (min) USB thumb/flash drive
High Speed Internet

Suggested Course Maximum:

FBTC 143: 16
SL-George- 218: 20

List any specific or physical requirements beyond a typical classroom required to teach the course.

Computer Lab w/ a computer per student and instructor
Baseline Computer Stats:

3.4 Ghz or higher

16 GB of memory or higher

Graphic Card: 2048 MB, 256-bit GDDR5 6008 MHz (effective), 192.26 GB/s or higher

26"-30" inch monitor

Projector w/ screen

Adobe Suite- CS6

Submission System (Blackboard or an equivalent or server space)

Course Requirements/Grading System: Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course.

Labs/Assignments: 25-50%

Projects: 25-50%

Attendance/Participation: 5-10%

Curriculum Checklist:

Administrative General Education Course (from ACGM, but not in WCJC Core) – No additional documents needed.

Administrative WCJC Core Course. Attach the Core Curriculum Review Forms

Critical Thinking

Communication

Empirical & Quantitative Skills

Teamwork

Social Responsibility

Personal Responsibility

WECM Course -If needed, revise the Program SCANS Matrix and Competencies Checklist