



Purpose: It is the intention of this Administrative-Master Syllabus to provide a general description of the course, outline the required elements of the course and to lay the foundation for course assessment for the improvement of student learning, as specified by the faculty of Wharton County Junior College, regardless of who teaches the course, the timeframe by which it is instructed, or the instructional method by which the course is delivered. It is not intended to restrict the manner by which an individual faculty member teaches the course but to be an administrative tool to aid in the improvement of instruction.

Course Title – Basic Graphic Design

Course Prefix and Number – ARTC 1305

Department - Computer Science

Division - Technology & Business

Course Type: (check one)

- Academic General Education Course (from ACGM – but not in WCJC Core)
- Academic WCJC Core Course
- WECM course (This course is a Special Topics or Unique Needs Course: Y or N)

Semester Credit Hours #: Lecture Hours #: Lab/Other Hours #: 3:2:2

Equated Pay hours for course - 3

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.

List Lab/ Other Hours
Lab Hours 2
Clinical Hours 0
Practicum Hours 0
Other (list) 0

Prerequisites/Co-requisites – Grade C or better in IMED 1301

Prepared by: Natalie Pittman

Date: 9-12-2014

Reviewed by Department Head: Donna Schilling

Date: 6-24-2015

Accuracy Verified by Division Chair: David Kucera

Date: 8/12/15

Approved by Dean or Vice President of Instruction: Leigh Ann Collins

Date: 12-18-15



I. Topical Outline – Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, 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

II. Course Learning Outcomes

Learning Outcomes	Methods of Assessment
<p>Upon successful completion of this course, students will:</p> <p>Define basic design terminology; apply the design process using graphic design principles; and demonstrate the use of design tools and equipment.</p>	<ul style="list-style-type: none"> 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

III. Required Text(s), Optional Text(s) and/or Materials to be Supplied by 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

IV. Suggested Course Maximum –

- FBTC 143: 16
- SL-George- 218: 20

V. List any specific spatial 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)

VI. 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%

VII. Curriculum Checklist

- **Academic General Education Course** (from ACGM – but not in WCJC Core)
No additional documentation needed
- **Academic WCJC Core Course**
Attach the Core Curriculum Review Forms
 - Critical Thinking
 - Communication
 - Empirical & Quantitative Skills
 - Teamwork
 - Social Responsibility
 - Personal Responsibility
- **WECM Courses**
If needed, revise the Program SCANS Matrix & Competencies Checklist.