

DART 101 - Graphic Design Foundations Course Outline

Approval Date: 04/11/2019

Distance Education Mode of Instruction On-Campus

SECTION B

General Education Information:

CSU Transferable:

CSU Transferable

Approved on:Fall 2020

CSU GE Area C: Arts, Literature, Philosophy and Foreign Languages:

C1 - Arts, Dance, Music, Theater

Approved on:Fall 2020

UC Transferable:

UC Transferable

- B. Understand and develop design processes such as research, concept, design, technique
- C. Critique, analyze, and evaluate work and receive criticism from others both in writing and orally.
- D. Understand contemporary Graphic Design processes, professional practices, methodology, trends, and theories.
- E. Demonstrate proficiency in using various traditional and digital techniques and mediums to create and complete designs.
- F.

3. Course Content

- A. Design Process for both traditional and digital mediums - research, visual concept, design development, professional production and presentation, critique
- B.

magazines Collaborate with others on designing a logo and presenting the design to a panel of peers

Letter Grade or P/NP

6. Assignments: State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. Reading Assignments

Read an assigned text about graphic design terminology and its applications in professionally produced works

Read an assigned historical article about a graphic design style

B. Writing Assignments

Write an essay using critical thinking that analyzes the conceptual and formal properties of a professionally produced design

Write a response that critically analyzes a assigned historical article

C. Other Assignments

Design a piece based on various composition tools such as golden ratio, the grid, or hierarchy.

Design an advertising piece that juxtaposes two different graphic design styles

7. Required Materials

A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.

Book #1:

Author: White, A. W.
Title: The Elements of Graphic Design
Publisher: Allsworth Press
Date of Publication: 2011
Edition: 2nd

Book #2:

Author: Evans, Poppy
Title: Exploring the Elements of Design
Publisher: Cengage Learning
Date of Publication: 2012
Edition: 3rd

Book #3:

Author: Landa, Robin
Title: Graphic Design Solutions
Publisher: Cengage Learning
Date of Publication: 2018
Edition: 6th

B. Other required materials/supplies.

Sketchbook, graphite pencils, exacto blades, ink pens, color pencils or markers, non-photo blue pencil, cutting mat