

Visually: Fundamentals of Two-Dimensional Design, DGME 220: Typography and either DGME 211, 212 or 230 or equivalent. (*Pass/No Pass or letter grade*) (AA, CSU)

6. **Student Learning Outcomes** (Identify 1-6 expected learner outcomes using active verbs.)

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

1. Identify a variety of color schemes and apply appropriately
2. Compare, contrast and determine appropriate uses of 2-4 color printing for commercial product design
3. Explain the use and function of grid systems and apply to layout projects
4. Comprehend the nature and uses of symbolism in conceptual design and apply to promotional products
5. Integrate and unify text, display type and images in informational material
6. Describe requirements and constraints for 3-dimensional applications of graphic design
7. Create full color 3-dimensional comprehensives
8. Analyze content and apply symbolic conceptual design to commercial literary products
9. Coordinate and develop the design of related components for collateral material
10. Demonstrate proficiency in complete evolution of design solutions for advanced commercial projects

7. **Course Objectives** (Identify specific teaching objectives detailing course content and activities. *For some courses, the course objectives will be the same as the student learning outcomes. In this case, "Same as Student Learning Outcomes" is appropriate here.*)

Same as Student Learning Objectives

8. **Course Content** (Brief but complete topical outline of the course that includes major subject areas [1-2 pages]. Should reflect all course objectives listed above. In addition, a sample course syllabus with timeline may be attached.)

1. Color schemes

Researching and analyzing color schemes

2. Cover design

- Developing CD cover and disc design with color scheme 1
- Developing CD cover and disc design with color scheme 2

3. Conceptual Design

- Symbolism
- Functions of posters
- Designing a poster

3. Brochure design

- Text type and grids
- Choosing and manipulating images
- Developing layout

4. Package design

- Labeling requirements
- Utilizing color
- Developing a 3-dimensional canning comp
- Developing related components for collateral material

- 5. Designing a shopping bag and box
- 6. Cover design
 - Symbolic conceptual design in literary products
 - Designing a book cover
- 7. T-shirt design
 - Client categories
 - Promotional issues
 - Printing processes
 - Functional concerns

9. Representative Instructional Methods (Describe instructor-initiated teaching strategies that will assist students in meeting course objectives. Describe out-of-class assignments, required reading and writing assignments, and methods for teaching critical thinking skills. **If hours by arrangement are required, please indicate the additional instructional activity which will be provided during these hours, where the activity will take place, and how the activity will be supervised.**)

Lectures with supporting visuals and audio.
Reading and practical textbook assignments to be completed and turned in.
Student designed projects to be completed and turned in

10. Representative Methods of Evaluation (Describe measurement of student progress toward course objectives. Courses with required writing component and/or problem-solving emphasis must reflect critical thinking component. If skills class, then applied skills.)

Letter grades are determined by analyzing the quality of execution, attention to detail, ability to follow directions on projects and assignments.

11. Representative Text Materials (With few exceptions, texts need to be current. Include publication dates.)

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