

**College of San Mateo
Official Course Outline**

1. **COURSE ID:** DGME 216 **TITLE:** Intermediate Graphic Design
Units: 3.0 units **Hours/Semester:** 40.0-45.0 Lecture hours; 24.0-27.0 Lab hours; and 80.0-90.0 Homework hours
Method of Grading: Grade Option (Letter Grade or Pass/No Pass)
Prerequisite: DGME 103, or DGME 211

2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU; UC

3. **COURSE DESCRIPTIONS:**
Catalog Description:
Students express content and meaning in visual terms while exploring and applying design principles to a variety of practical design projects. Emphasis on branding, corporate identity design and self-promotion. Covers production techniques, and a strategic approach to the design problem solving process, including the role of the designer and working with various types of clients. A materials fee as shown in the Schedule of Classes is payable upon registration.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
Upon successful completion of this course, a student will meet the following outcomes:
 1. Conceptualize and design a cohesive branding package such as a logo and stationary.
 2. Acquire and apply production skills in the creation of a wide-range of design products.
 3. Improve your capacity to communicate concepts, verbally, in writing and visually.
 4. Gain better understanding of the design process, the designer/ client relationship, and the role of the design professional in the society.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
Upon successful completion of this course, a student will be able to:
 1. Conceptualize and design a cohesive branding package such as a logo and stationary.
 2. Acquire and apply production skills in the creation of a wide-range of design products.
 3. Improve your capacity to communicate concepts, verbally, in writing and visually.
 4. Gain better understanding of the design process, the designer/ client relationship, and the role of the design professional in the society.

6. **COURSE CONTENT:**
Lecture Content:
 1. Branding (logo design, cohesive branding systems)
 2. Design process (concepts, comps, revisions, final mechanicals)
 3. Computer software for graphics and layouts: Illustrator and Photoshop
 4. Design principles (composition and space, rhythm, repetition, variety, unity, and balance)
 5. Design solutions (recognizable concepts, creativity, idea generation, additive, reductive, subtractive, presentation and discussion)
 6. Client/designer relationships (creative brief, contracts, working as a freelance designer)
 7. Designer's role in the society**Lab Content:**
Students use lab time to complete projects and textbook assignments under the guidance of the instructor.

7. **REPRESENTATIVE METHODS OF INSTRUCTION:**
Typical methods of instruction may include:
 - A. Lecture
 - B. Lab
 - C. Critique
 - D. Discussion
 - E. Field Trips
 - F. Guest Speakers
 - G. Other (Specify): Lectures with supporting visuals and audio. Reading and practical textbook assignments

to be completed and turned in. Instructor-designed projects and a student-designed project to be completed and turned in.

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Students conduct research related to their projects and present their findings in a written form. In addition, students turn in all of their projects accompanied by an artist statement. Learning how to write about their work will help students to improve their problem solving, critical thinking and presentation skills.

Reading Assignments:

Students read course materials and handouts and apply that knowledge and information to practical assignments.

Other Outside Assignments:

Student and/or instructor designed projects. The emphasis in this course will be on branding and corporate identity design as well as designing for the screen. Below are examples of projects:

1. Developing a logo and a corporate identity package
2. Designing a series of DVD Menu Screens for a DVD-Video or DVD-Audio title
3. Layout design

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Field Trips
- C. Group Projects
- D. Lab Activities
- E. Oral Presentation
- F. Papers
- G. Projects
- H. Quizzes
- I. Research Projects
- J. Letter grades are determined by analyzing the quality of execution, attention to detail, ability to follow directions, evidence of software competency and number and severity of errors on projects and assignments.

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Airey, David. *Identity Designed: The Definitive Guide to Visual Branding*, ed. Beverly, MA: Rockport Publishers, 2019
- B. Wheeler, Alina. *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, 5th ed. San Francisco: John Wiley and Sons, 2017

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Course Originator: Vera Fainshtein