

College of San Mateo
Official Course Outline

1. **COURSE ID:** DGME 235 **TITLE:** Graphic Design Theory and Application
Units: 4.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 48.0-54.0 Lab hours
Method of Grading: Grade Option (Letter Grade or P/NP)
Prerequisite: DGME 211
Recommended Preparation:
 DGME 103, DGME 220 and DGME 212

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

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. Covers 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. 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

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a 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

6. **COURSE CONTENT:**

Lecture Content:

1. Color schemes
 - A. Researching and analyzing color schemes
2. Cover design
 - A. Developing CD cover and disc design with color scheme 1
 - B. Developing CD cover and disc design with color scheme 2
 - C. 3. Conceptual Design
 - D. Symbolism
 - E. Functions of posters
 - F. Designing a poster
3. Brochure design

- A. Text type and grids
- B. Choosing and manipulating images
- C. Developing layout
- 4. Package design
 - A. Labeling requirements
 - B. Utilizing color
 - C. Developing a 3-dimensional canning comp
 - D. Developing related components for
 - E. collateral material
- 5. Designing a shopping bag and box
- 6. Cover design
 - A. Symbolic conceptual design in literary products
 - B. Designing a book cover
- 7. T-shirt design
 - A. Client categories
 - B. Promotional issues
 - C. Printing processes
 - D. Functional concerns

Lab Content:

Students use lab time to complete design projects under the guidance of the instructor.

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Other (Specify): 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

8. REPRESENTATIVE ASSIGNMENTS

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

Writing Assignments:

Brief in class writing of critiques

Reading Assignments:

Reading and practical textbook assignments to be completed and turned in.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

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

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Landa, Robin. *Graphic Design Solutions*, 5th ed. Cengage Learning, 2013

Origination Date: November 2014

Curriculum Committee Approval Date: January 2015

Effective Term: Fall 2015

Course Originator: Kevin Henson