

College of San Mateo
Official Course Outline

1. **COURSE ID:** DGME 211 **TITLE:** Introduction to Graphic Design **C-ID:** ARTS 250
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)
2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU; UC
AA/AS Degree Requirements:
 CSM - GENERAL EDUCATION REQUIREMENTS: E5d. Career Exploration and Self-Development
3. **COURSE DESCRIPTIONS:**
Catalog Description:
 An introduction to visual communications in the field of digital imaging and graphic design. The course includes: concept development, the creative design process, production, and presentation techniques. Students develop technical abilities to amplify content through composition, symbolism and experimentation. Emphasis is on the basic design principles as related to graphic design problems. A materials fee in the amount 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. Demonstrate and employ conceptual thinking as the basis of the design process.
 2. Demonstrate the ability to apply design principles and elements to graphic design problems.
 3. Utilize the design process (concept, comp, final mechanical) in the production of graphic design solutions.
 4. Synthesize original vector and bitmap illustrations using acquired digital drawing and photo editing skill set.
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
 Upon successful completion of this course, a student will be able to:
 1. Demonstrate and employ conceptual thinking as the basis of the design process.
 2. Demonstrate the ability to apply design principles and elements to graphic design problems.
 3. Utilize the design process (concept, comp, final mechanical) in the production of graphic design solutions.
 4. Synthesize original vector and bitmap illustrations using acquired digital drawing and photo editing skill set.
 5. Safely handle and maintain digital imaging hardware and materials.
6. **COURSE CONTENT:**
Lecture Content:
 - A) Thinking visually with image and type
 - B) Design process (concepts, comps, revisions, final mechanicals)
 - C) Computer software for graphics and layouts such as Illustrator and Photoshop
 - D) Design principles (composition and space, line, form, texture, color and value, perception)
 - E) Design solutions (recognizable concepts, creativity, idea generation, additive, reductive, craft and business acumen, presentation and discussion)
 - F) History, contemporary trends, language, aesthetics and emerging media as they related to design and digital art**Lab Content:**
 Students utilize lab time to work on textbook assignments and projects 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 create series of projects using Illustrator and Photoshop. Illustrator projects will help students to acquire strong drawing skills as they learn how to use the Pen Tool. One of the projects is to compose an illustration using type as a powerful visual element. Photoshop projects include a photomontage assignment, photo retouching and color correction.

Reading Assignments:

Weekly readings from the assigned textbooks. Additional reading and practical textbook assignments to be completed and turned in.

Other Outside Assignments:

Instructor and student guided projects to be completed and turned in. For example, students create vector-based illustrator drawings, either from scanned pencil sketches or written directions, with great attention to detail and directions.

Other outside assignments will be based on field trips to printshops, design-related events and exhibitions.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Work
- C. Field Trips
- D. Group Projects
- E. Homework
- F. Projects
- G. Quizzes
- H. Letter grades are determined by analyzing the quality of execution and concept, 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. Bierut, Michael. *How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World*, ed. Boston: Harper Design, 2015
- B. Lupton, E. and Cole Philips, J.. *Graphic Design: The New Basics*, 2nd ed. New York: Princeton Architectural Press, 2015

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Course Originator: Vera Fainshtein