

# COURSE SYLLABUS

<b>LAST REVIEW</b>	Spring 2021
<b>COURSE TITLE</b>	Graphic Design: Print Media I
<b>COURSE NUMBER</b>	DIGI 0178
<b>DIVISION</b>	Arts, Communications, and Humanities
<b>DEPARTMENT</b>	DIGI
<b>CIP CODE</b>	10.0303
<b>CREDIT HOURS</b>	3.00
<b>CONTACT HOURS/WEEK</b>	Class: 3.00                      Lab: X                      Clinical: X
<b>PREREQUISITES</b>	DIGI 0115 Beg. Photoshop
<b>COREQUISITES</b>	
<b>COURSE PLACEMENT</b>	Students must meet the correct placement measure for this course. Information may be found at: <a href="https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html">https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html</a>

## COURSE DESCRIPTION

This course is an introduction of techniques and information for graphic design focusing on print media. This course stresses creative development with sections on the history of graphic design, the design process, text and typography, layout, advertising design and electronic prepress.

## KANSAS SYSTEMWIDE TRANSFER: DIGI0178

The learning outcomes and competencies detailed in this course outline or syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents.

## PROGRAM ALIGNMENT

This course is part of a program aligned through the Kansas Board of Regents and Technical Education Authority. For more information, please visit:  
[https://kansasregents.org/workforce\\_development/program-alignment](https://kansasregents.org/workforce_development/program-alignment)

### **General Education Learning Outcome**

- Basic Skills for Communication
- Mathematics
- Humanities
- Natural and Physical Sciences
- Social and Behavioral Sciences

### **Institutional Learning Outcomes**

- Communication
- Computation and Financial Literacy
- Critical Reasoning
- Technology and Information Literacy
- Community and Civic Responsibility
- Personal and Interpersonal Skills

### **TEXTBOOKS**

<http://kckccbookstore.com/>

### **METHODS OF INSTRUCTION**

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

### **COURSE OUTLINE**

- I. Applying the Art of Design
  - A. Principles and Practices
  - B. The Design Process
  - C. Design Careers
- II. Graphic Design History
  - A. Beginning to Modernism
  - B. Abstract and figurative Movements
  - C. American Design
  - D. New Technologies
- III. Perception and Balance
  - A. Figure Ground
  - B. Shape
  - C. Visual Unity
  - D. Visual Dynamics
  - E. Balance
- IV. Gestalt
  - A. Gestalt Principles
  - B. Trademarks

- C. Functions
- V. Typography
  - A. Development of Written Communication
  - B. Type Categories and Families
- VI. Layout
  - A. Grid layout
  - B. Path layout
  - C. Multi-panel design
- VII. Illustration and Photography in Design
  - A. Types of Illustration
  - B. Advertising and editorial illustration
  - C. Designer/photographer
  - D. Reference materials
- VIII. Advertising design
  - A. Types of advertising
  - B. Corporate Identity

### **COURSE LEARNING OUTCOMES AND COMPETENCIES**

Upon successful completion of this course, the student will:

- A. Have an introductory understanding of the profession, history, and terminology of graphic design.
- B. Be able to apply elements of design, such as color theory, composition, and principles of design to visual communications and graphics projects.
- C. Be able to identify type faces, and how to use them effectively in graphic design.
- D. Be familiar with different methods of printing for graphic communication.
- E. Be able to analyze graphic design pieces and verbalize their design decisions.
- F. Be able to define and utilize proper terminology specific to the printing industry.

### **COURSE COMPETENCIES:**

*The student will have an introductory understanding of the profession, history, and terminology of graphic design.*

1. The student will discuss the history of graphic design both verbally and in class writings, with special attention to late 20th century developments in graphic design
2. The student will compare in writing various career paths in graphic design.
3. The student will use graphic design terminology and vocabulary in class discussions and class writings.
4. The student will keep a design sketch book which will be available to the instructor.  
*The student will be able to apply elements of design, such as color theory and composition and principles of design to visual communications and graphics projects.*
5. The student will create a series of graphic designs which demonstrate color theory principles.

6. The student will incorporate in his/her work design principles using formal reference.
7. The student will incorporate in his/her work design principles using touching, overlapping and cropping of forms.
8. The student will incorporate in his/her work design principles of illusory space.
9. The student will incorporate in his/her work design principles contrast of elements in terms of space; directions; space and position; and the dynamics of negative-positive space.
10. The student will create a series of graphic images which demonstrate good production methods for prepress.
11. The student will create series of graphic images that demonstrate various formats for printing such as duotone as well as four color process.  
*The student will be able to identify type face and how to use them effectively in graphic design.*
12. The student will create a series of graphic designs which demonstrate typographic theories and principles.
13. The student will incorporate in his/her work typographic principles of Visual harmony, visual hierarchy, and proximity.
14. The student will incorporate in his/her work typographic principles of similarity grouping, and focal points.
15. The student will demonstrate a working knowledge of typographic vocabulary.  
*The student will be familiar with different methods of printing for graphic communication and describe print production considerations.*
16. The student will identify major stages in production cycles for printing of graphic materials.
17. The student will discuss the digital prepress process in writing.
18. The student will demonstrate a knowledge of the terminology of printing technology.  
*The student will be able to analyze graphic design pieces and verbalize design decisions.*
19. The student will analyze graphic designs both verbally and in writing, for content, communication, creative choices, and compositional form
20. The student will employ appropriate graphic design vocabulary in verbal and written communication in class.  
*The student will be able to define and utilize proper terminology specific to the printing industry.*
21. The student will demonstrate the proper use of terminology specific to desktop publishing.
22. The student will demonstrate the proper use of terminology specific to digital prepress functions.
23. The student will demonstrate the proper use of terminology specific to professional offset press printing operations.

## **ASSESSMENT OF COURSE LEARNING OUTCOMES AND COMPETENCIES**

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

## **COLLEGE POLICIES AND PROCEDURES**

*Student Handbook*

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

*College Catalog*

<https://www.kckcc.edu/academics/catalog/index.html>

*College Policies and Statements*

<https://www.kckcc.edu/about/policies-statements/index.html>

*Accessibility and Accommodations*

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.