

Date Prepared: 2-19-2009

New Revised
(Check One)

Effective Date: Spring 2009

COURSE OUTLINE

COURSE PREFIX and NUMBER: ART 218

CREDIT HOURS: 4

COURSE TITLE: ELECTRONIC GRAPHIC DESIGN II

PREREQUISITES: ART 217 or instructor's approval

COURSE DESCRIPTION: Focuses on creative concepts of graphic design problem solving using electronic technology and includes techniques specific to computer generated publication design and imagery. Electronic Graphic Design II includes use of electronic color models and principles of pre-press production. Required for students pursuing careers in graphic design with emphasis on use of the computer. Part II of II. Prerequisite: ART 217 or instructor's approval. Lecture 2 hours. Studio Instruction 4 hours. Total 6 hours per week.

CONTENT: Students will acquire basic skills in Illustrator and InDesign relative to current working methods of print production. Students will also review and apply the basic elements of design in a number of practical projects relating to the field of graphic design. There will be an emphasis on real world applications of the software and students will gain an understanding of how to integrate these applications along with Photoshop into a conventional print production work flow. The class will also cover additional topics such as publication design, typography, logo design and web related issues as they pertain to the Adobe Creative Suite.

- A. TYPOGRAPHY
 - a. Letterforms: Form and Structure
 - b. Designing with Type
 - c. Typography in Logos
- B. LOGOS, VISUAL IDENTITY AND BRANDING
- C. DESIGN CONSIDERATIONS
 - a. Posters
 - b. Logos and Icons
 - c. Layout and multi-page documents
 - d. Package design
 - e. Advertising and annual reports

GENERAL COURSE OBJECTIVES:

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

- A. Formulate design solutions for most print production projects.
- B. Utilize typography in a sophisticated and artistic fashion.
- C. Utilize Adobe Photoshop, Illustrator, and InDesign at an intermediate level of usage.
- D. Prepare professional comps, mockups, and presentations.
- E. Prepare files for usage for most press and web applications.