

COMPREHENSIVE COURSE GUIDE

COURSE DEPARTMENT AND NUMBER: ART 2160

TITLE: Visual Design

CREDIT HOURS: Three (3)

CONTACT HOURS: Six (6)

COURSE DESCRIPTION: This is an introductory course in solving visual design problems. The course is an exploration of the basic principles of graphic design production, as they apply to the commonly-produced products in the graphic design field (logos, advertisements, brochures, newsletters, etc.), typography, print production techniques and considerations, and the basic elements of web page design.

The course is composed of several projects/exercises that will break down graphic design products into its component parts, such as tools, research techniques, target audience, layout, and design principles (color, shape, placement, symmetry, unity, balance, rhythm, proportion, sequence, emphasis). During the course, the students will apply their understanding of graphic design style, technique, and production methods.

PREREQUISITE: ART 2150, or permission of the instructor or consent of the Division Chair.

FREQUENCY OF OFFERING: As required

REQUIRED TEXT: None

SUPPLEMENTAL READING MATERIALS: As provided by instructor

SUPPLEMENTAL MATERIALS: The student shall be responsible for furnishing drawing and layout materials and paper.

COURSE OBJECTIVES:

To produce a variety of graphic design projects and exercises in order to learn how to convey concepts, ideas and information clearly and in a visually appealing way.

To use the techniques, tools, media, and methods commonly used in graphic design production.

To use technical and creative design skills and to solve visual design and production problems common to the field of graphic design.

MINIMUM PROCEDURAL REQUIREMENTS:

1. Individualized practice of techniques and tools, as needed, in preparation for class projects.

2. Completion of minimum of six studio projects, to include such graphic design principles as color, shape, placement, symmetry, unity, balance, rhythm, proportion, sequence, emphasis.
3. Involvement in critiques held at the conclusion of each project or as announced. The critique sessions are intended to serve as an open forum for the critical evaluation and discussion of students' work. Both the positive and negative aspects of students' work will be addressed. Each student will be provided with a predetermined, equal amount of time to discuss the work and concepts. The student's total participation is essential. The student must BE PREPARED and BECOME INVOLVED!
4. Completion of a minimum of one written research paper.

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POLICIES:

1. Attendance - It is the policy of this college that students are expected to attend all of their scheduled classes, laboratories, or clinic sessions when reasonably possible. Some justified and unavoidable absences are expected. Absences in excess of 10% of the sessions scheduled will reduce the final grade for the course by a letter grade, i.e. a letter grade of an A is reduced to a B. A student is expected to account for absences, preferably in advance, to the instructor of the course and, at the discretion of the instructor, to promptly make up the work missed.
2. Make-up work - Due to the nature of art classes, make-up work is most difficult, however, not impossible. All work assigned must be available on the last day of class.

Methods and Criteria for Evaluation: The student will be graded on his/her ability to exhibit a comprehension of the issues and goals established for each project. Grades will be based on principles of design, creativity, effort, and craftsmanship.

Letter Grades

- A** – 90 - 100
- B** – 80 - 89
- C** – 70 - 79
- D** – 60 - 69
- F** – below 60

4. Plagiarism - Presenting someone else's phrasing, images and/or ideas as one's own will result in 0 for the assignment and may result in an F for the course.
5. Disability - In compliance with the Americans with Disabilities Act (ADA), Darton College will honor requests for reasonable accommodations made by individuals with disabilities. Students must self-disclose their disability to the Office of Disability Services before academic accommodations can be implemented.
6. Electronic Devices – It is the individual student's responsibility to silence the ringer of his or her cell phone, beeper, or any other device before entering a class (including guest lectures and performances/recitals). The production of any audible alert by these devices when a class is in session is considered disruptive classroom behavior. The instructor may take appropriate actions to curb such disruption in accordance with the College's Policies of Disruptive and Obstructive Behavior under Code of Conduct in the Student Handbook.
7. Demonstrating Professional Studio Attitude - All students will be expected to maintain their space and the general studio environment, while also respecting the rights and property of their classmates at all times.

Congratulations on your completion of reading this comprehensive course guide, which will certainly give you a better chance to succeed in this course. Please log into **MyDC** and send an email message to your instructor to acknowledge that you have read the complete document and understand the objectives, requirements, and policies of this course.