

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

DIGITAL GRAPHIC DESIGN I
CGT 1100

Class Hours: 5.0

Credit Hours: 5.0

Laboratory Hours: 0.0

Date Revised: Spring 02

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

A study of visual communications theory, creative problem solving techniques and concepts for graphic design. Portfolio development and review.

Entry Level Standards:

The student is expected to be able to read on a college level, write using correct spelling and grammar, be computer literate, and be able to conduct research utilizing Internet and pertinent learning resources and techniques.

Prerequisites:

ART 1011 and CGT 1030 and 1950

Corequisite:

CGT 1110

Textbook(s) and Other Reference Materials Basic to the Course:

Required Texts – Graphic Design Solutions by Robin Landa, most recent edition

Reference – Pocket Pal, International Paper, most recent edition

Materials – Two Macintosh formatted Iomega Zip cartridges, one CD-R, X-acto knife and #11 blades, adhesive, tape, matboard as specified by instructor.

I. Week/Unit/Topic Basis:

Week	Topic
1	Orientation: Course Structure; Defining Graphic Design; Reading List Assigned; Formal Elements of Graphic Design
2	Fundamentals of Graphic Design; Formal Elements of Graphic Design (Cont.); Design Development; Critique; The Principles of Design
3	Fundamentals of Graphic Design (Cont.); The Design Critique; Critique / Peer Evaluation; Working with Positive and Negative Space: Quiz Review
4	The Graphic Design Process; Research Strategy; Concept Formulation; Art Direction; Quiz #1; Design Development Project 1
5	Designing with Type; Design Development: Project 1; Fundamentals of Typography; Classifications of Type; Principles of Layout; Incorporating Grids; Presentation: Project 1

- Critique/Peer Evaluation; Assign Project 2
- 6 Designing with Type (Cont.); Expressive Typography; Design Development: Project 2
- 7 Logos, Symbols, Pictograms; Design Development: Project 2; Presentation: Project 2 Critique/ Peer Evaluation; Assign Project 3; Quiz Review
- 8 Visual Identity; Design Development: Project 3; Quiz #2; Individual Student Mid-Term Evaluations; Concept Presentations / Peer Evaluations / Project 3
- 9 Visual Identity (Cont.); Initial Presentations / Project 3; Design Development: Project 3; Poster Design; Presentation: Project 3 / Peer Evaluation; Assign Project 4; Design Development: Project 4
- 10 Elements of Effective Poster Design; Review Chapter 7; Design Development: Project 4
- 11 Book Jacket and CD Covers; Presentation: Project 4 Critique / Peer Evaluation; Assign Project 5 / Team Project; Design Development: Project 5; Quiz Review
- 12 Packaging and Shopping Bags; Design Development: Project 5; Initial Concept Presentations / Peer Evaluation; Quiz #3
- 13 Individual Team Critiques: Project 5; Design Development: Project 5
- 14 Design Development: Project 5; Final Team Critiques: Project 5
- 15 Presentation: Project 5 (Cont.); Final Exam Review
- 16 Final Exam

This syllabus is subject to modification by instructor to best meet the educational progression of the students in this course.

II. Course Objectives*:

- A. Develop conceptual problem-solving skills. I, II, III, IV
- B. Understand the scope and processes of graphic design. I, II, III, IV
- C. Design within the imposed limitations of technology, budget, and client specifications. I, II, III, IV
- D. Develop presentation skills in written, oral and visual formats. I, II, III, IV
- E. Develop a professional graphic design portfolio. I, II, III, IV
- F. Encourage student to take risks and reward experimentation. I, II, III, IV

*Roman numerals after course objectives reference goals of the CGT program..

III. Instructional Processes*:

Students will:

1. Conduct and complete research as the basis for creative problem-solving. *Communications Outcome, Problem Solving/ Decision Making Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategy*

2. Make oral presentations to the class and external clients articulating their individual and group design projects. *Communications Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*
3. Incorporate digital technology in creating portfolio pieces. *Communication Outcome, Problem Solving and Decision Making Outcome, Technological Literacy Outcome, Informational Literacy Outcome*
4. Actively work as part of a design team to develop their interpersonal and conflict resolution skills. *Communications Outcome, Problem Solving and Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Active Learning Strategies, Transitional Strategy*

*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

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

1. Formulate creative strategies for effective visual communications. A, B, C, D, E, F
2. Understand the theoretical and applied processes of effective graphic design. A, B, C, D, E, F
3. Make effective oral and written presentations of graphic design strategies and evaluations. A, B, C, D, E, F
4. Demonstrate the capacity for both individual and team project development. A, B, C, D, E, F
5. Present a professionally formatted portfolio of individual graphic design projects. A, B, C, D, E, F
6. Use digital media in the development of graphic design and finished art. A, B, C, D, E, F
7. Critically analyze graphic design using objective evaluation criteria. A, B, C, D, E, F
8. Demonstrate the capacity for risk taking as a creative problem solver. A, B, C, D, E, F
9. Become familiar with the organizational structure, the ethical responsibilities, and the social context of the graphic designer in contemporary society. A,B,C,D,E,F
10. Incorporate both visual and verbal concepts into effective forms of visual communication. A,B,C,D,E,F
11. Develop an understanding of objective criteria to facilitate design evaluation. A,B,C,D,E,F
12. Acquire an understanding of how to format and organize a professional graphic design portfolio. A,B,C,D,E,F

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

- A. Testing Procedures: 30% of grade

Three Quizzes – 15%
Final Written Exam – 15%

B. Laboratory Expectations:

Students will find it necessary to spend additional time in the Macintosh lab in order to successfully complete assignments.

C. Other Evaluation Methods: 70% of grade

Portfolio of projects – 50%
Attendance/Participation – 10% (Refer to IV Policies, CGT Program)
Journal/Workbook – 10%

Students will maintain a journal/workbook (3– ring binder with pocket page protectors) of reference materials/examples, in-class exercises, and other assignments. Instructor will review journals at random intervals throughout the term and at the end of the semester.

D. Grading Scale:

A 90–100
B+ 86–89
B 80–85
C+ 76–79
C 70–75
D 60–69
F Below 60

VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent.

B. Other Policies:

Roll - Roll will be taken at the beginning of the class period. Three tardies will count as one absence. In the event that you are late, be sure to have the instructor mark you present. Leaving class early without prior approval from the instructor is not acceptable.

Make-up Work - In the event of an absence, students must use their own initiative to secure lecture notes, assignments, and other information that might have been covered during the class period.