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 99

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, ART 2950, CGT 1030

Corequisite:

CGT 1110

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

*Graphic Design Solutions* by Robin Landa, most recent edition

I. Week/Unit/Topic Basis:

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

Designing with Type (Cont.); Expressive Typography; Design Development: Project 2; Review Chapter 5; Initial Critique Project 2; Assign Chapter 6

Logos, Symbols, Pictograms; Design Development: Project 2; Review Chapter 6; Assign Chapter 10; Presentation: Project 2 / Peer Evaluation; Assign Project 3

Visual Identity; Client Contact / Project 3; Design Development: Project 3; Review Chapter 10; Quiz #2; Individual Student Mid-Term Evaluations; Concept Presentations / Peer Evaluations / Project 3

Visual Identity (Cont.); Initial Client Presentations / Project 3; Design Development: Project 3; Assign Chapter 7; Poster Design; Presentation: Project 3 / Peer Evaluation; Assign Project 4; Client Contact / Project 4; Design Development: Project 4

Elements of Effective Poster Design; Review Chapter 7; Design Development: Project 4; Initial Client Presentations / Project 4; Assign Chapter 8

Book Jacket and CD Covers; Presentation: Project 4 / Peer Evaluation; Assign Project 5 / Team Project; Review Chapter 8; Design Development: Project 5; Assign Chapter 9

Packaging and Shopping Bags; Design Development: Project 5; Initial Concept Presentations / Peer Evaluation; Review Chapter 9; Quiz #3; Assign Chapter 11

Guest Lecturer / Field Trip; Individual Team Critiques: Project 5; Design Development: Project 5; Discuss Chapter 11; Assign Chapter 12

Design Development: Project 5; Discuss Chapter 12; Quiz #4; Final Team Critiques: Project 5; Presentation: Project 5

Presentation: Project 5 (Cont.); Course Evaluation

Final Exam Period

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 Fine and Applied Arts department.

III. Instructional Processes*:
Students will:

1. Students will 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. Students will participate in group peer critiques of individual portfolios and make recommendations for improvement both orally and through written peer portfolio evaluation forms. *Communications Outcome, Problem Solving/Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Information Literacy Outcome, Transitional Strategy, Active Learning Strategies*

3. Students will 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, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*

4. Students will create an advertising campaign as a member of a creative team, incorporating print, outdoor, direct mail and related media. *Communications Outcome, Personal Development Outcome, Problem Solving/Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*

5. Students will work with digital technology in creating portfolio pieces. *Communications Outcome, Personal Development Outcome, Problem Solving/Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*

6. Students will work in teams to develop their interpersonal and conflict resolution skills. *Communications Outcome, Personal Development Outcome, Problem Solving/Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*

*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: 40% of grade

There will be four non-cumulative quizzes (10% each) during the semester. Each quiz will consist of questions taken from lectures and text.

B. Electronic Portfolio (laser printed): 50% of grade

There will be 5 projects (10% each). Evaluation criteria will include: research, visual / verbal concept, art direction, risk taking, teamwork, presentation.

C. Notebook: 10% of grade

Notebook (3-ring binder) of copy and design format specimens

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. Attendance will be taken and students will be responsible for all material and lectures completed.

B. Late Assignments:

No make-up quizzes will be given except for documented illness, emergencies, or other valid excuses (such as jury or military duty). A written excuse will be required. No incomplete will be given for a final grade. Failure to meet deadlines and participate in group critiques will result in a grade of “F” for any given project. Each student is expected to maintain weekly dialogue with the professor concerning project status. Note: The advertising campaign assignment is a group project. All students are expected to contribute equally to the team effort.