**BARTON COMMUNITY COLLEGE**

**COURSE SYLLABUS**

# **GENERAL COURSE INFORMATION**

Course Number: ARTS 1205

Course Title: Graphic Design

Credit Hours: 3

Prerequisites: ARTS 1202 Design I, ARTS 1214 Drawing I, or permission of instructor.  
 A grade of D or better is required of all prerequisite classes.

Division/Discipline: Academic Division/Art

Course Description: Graphic Design is an introductory course to visual intelligence and graphic design problem-solving. This course will emphasize a grasping of the fundamental techniques, concepts, and principles of visual communication.

# **INSTRUCTOR INFORMATION**

# **COLLEGE POLICIES**

## Students and faculty of Barton Community College constitute a special community engaged in the process of education. The College assumes that its students and faculty will demonstrate a code of personal honor that is based upon courtesy, integrity, common sense, and respect for others both within and outside the classroom.

## Plagiarism on any academic endeavors at Barton Community College will not be tolerated. The student is responsible for learning the rules of, and avoiding instances of, intentional or unintentional plagiarism. Information about academic integrity is located in the Student Handbook.

## The College reserves the right to suspend a student for conduct that is determined to be detrimental to the College educational endeavors as outlined in the College Catalog, Student Handbook, and College Policy & Procedure Manual. (Most up-to-date documents are available on the College webpage.)

## Any student seeking an accommodation under the provisions of the Americans with Disability Act (ADA) is to notify Student Support Services via email at [disabilityservices@bartonccc.edu](mailto:disabilityservices@bartonccc.edu).

# **COURSE AS VIEWED IN THE TOTAL CURRICULUM**

Graphic Design is an approved general education course at Barton Community College, which can be used to fulfill degree requirements as a fine arts course in the humanities division. This course will define graphic design and examine the profession. Graphic designers create visual communications from logos to complete corporate identity systems. In order to fulfill their role as a communications link between the supplier and the consumer, designers must conceive and execute ideas that inform, motivate, educate, or sell. Application of the design process will be followed in student development and execution of the graphic design problems will be presented. Students will become familiar with the basic techniques and equipment used in the graphic design field. This course is geared to inform student perception of visual communication and their role as a designer.

This course transfers as a degree requirement for the student majoring in the area of fine arts. It transfers for credit to all four-year colleges and Kansas Regents Universities, and may be used to help fulfill some program requirements. However, program requirements vary among institutions, and perhaps even among departments, colleges, or programs within an institution. Institutional requirements may also change without prior notification. Students are responsible for obtaining relevant information from intended transfer institutions during his/her tenure at Barton Community College to ensure that the courses he/she enrolls in are the most appropriate set of courses for the transfer program.

# **ASSESSMENT OF STUDENT LEARNING**

Barton Community College is committed to the assessment of student learning and to quality education. Assessment activities provide a means to develop an understanding of how students learn, what they know, and what they can do with their knowledge. Results from these various activities guide Barton, as a learning college, in finding ways to improve student learning.

Course Outcomes, Competencies, and Supplemental Competencies:

1. Identify skills needed in the graphic design profession.
2. Define graphic design and its purpose within visual communications.
3. Determine transfer and career options and skills required for each pathway.
4. Recognize graphic design as it exists in the lives of every student.
   1. Evaluate and critique their own projects as well other students' projects in the class.
   2. Apply lessons from the history of graphic design as well contemporary design.
5. Apply foundational art concepts as they relate to graphic design.

### Design using the formal elements of art.

### Apply the principles of design.

1. Employ the creative design process beginning with problem solving and   
    conceptualization to a critique of finished work.
2. Apply components of a graphic design solution—strategy, concept, design, and craft to design solutions.
3. Apply six steps of the design procedure to their projects.
4. Apply lessons learned from researching contemporary and historical design.
5. Synthesize and apply the fundamentals of graphic design.
6. Develop concepts utilizing a productive brainstorming session.
7. Use the graphic elements of type and visuals in a successful design.
8. Apply the principles of design while designing with type.
9. Create and experiment within the discipline of graphic design.
10. Develop projects using composition and type creatively and expressively.
11. Produce designs through mixed media.
12. Identify graphic design trends and how design affects people of all ages   
    and cultures.
13. Practice the importance of craft in all projects.
14. Formulate and execute designs that inform, motivate, persuade, and educate.
15. Apply aesthetic reasoning to the development of designs.

# **INSTRUCTOR'S EXPECTATIONS OF STUDENTS IN CLASS**

# **TEXTBOOKS AND OTHER REQUIRED MATERIALS**

# **REFERENCES**

# **METHODS OF INSTRUCTION AND EVALUATION**

# **ATTENDANCE REQUIREMENTS**

# **COURSE OUTLINE**