Montgomery County Community College
ART 180
Introduction to Visual Communication
3-2-2

COURSE DESCRIPTION:
This course introduces the fundamental principles of visual communication as they apply to the graphic design profession. Students are introduced to the scope of the graphic design field while developing skills in industry-standard tools and techniques. Assignments introduce creative visual problem solving from research and concept development and formal exploration of form and composition through the principles of critical thinking and human visual perception necessary for effective communication. Relevant historical and contemporary examples of visual communication are explored as students are encouraged to develop a personal style and expand their creative skills in discovering solutions as effective visual thinkers.

REQUISITE(S):
Previous Course Requirements
  – ENG 010A Basic Writing or ENG 011 Basic Writing ll or ESL 011 Basic Writing ll with a minimum grade of "C"
  – REA 011 Fundamentals of College Reading or REA 017 Vocabulary and Reading Comprehension Development II with a minimum grade of "C"

Concurrent Course Requirements
None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Express visual concepts using appropriate vocabulary.	Studio Work Lectures Demonstrations Assignments Group Discussions Critiques Library Research Internet Research Museum Visits	Individual and Group Critiques Portfolio Reviews Individual and Group Critiques Artist statements Reflection papers
2. Analyze relevant historical and contemporary examples of visual communication.	Assignments Group Discussions Critiques Library Research Internet Research Museum Visits	Individual and Group Critiques Artist statements Reflection papers

3. Demonstrate competency in the use of traditional and digital industry-standard materials.	Studio Work Assignments Group Discussions Critiques	Individual and Group Critiques Portfolio Reviews
4. Demonstrate creativity in artistic expression, and technical/conceptual problem solving.	Studio Work Assignments	Individual and Group Critiques Portfolio Reviews
5. Develop a portfolio of original work to demonstrate perceptual skills and techniques addressed in the studio	Studio Work Assignments	Individual and Group Critiques Portfolio Reviews

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Director of Educational Effectiveness. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:
1. Course Introduction
   a. What is Graphic Design?
      i. How does Visual Communication differ from Fine Art?
   b. Paths to becoming a graphic designer
      i. The AIGA
      ii. A many faceted profession: Areas of focus/specialization
      iii. NASAD accredited four-year programs in visual communication

2. History of Visual Communication/Influence
   a. Historical Influences
      i. Why study Art and Graphic Design History?
      ii. Influences: Examples
         1. Louise Fili (Italian typographic design)
         2. Seymour Chwast (Honor Daumiér, Georg Grosz)
   b. Sources for Notable Contemporary Design
      i. Relevant online/print publications
      ii. Museums, Galleries

3. Media
   a. Drawing
   b. Photography
   c. Digital imaging
   d. Painting

      e.   Printmaking
      f.   Collage
      g.   Sculpture: Found objects, papier-mâché, clay, wire

4. Elements and Principles of Design
     a. Line
     b. Shape
     c. Space
     d. Form
     e. Value
     f. Color
     g. Balance
          i.   Unity
         ii.   Rhythm
        iii.   Variety
        iv.   Emphasis
         v.   Contrast

5. Perception and Image Development
     a. Gestalt Theories:
          i.   Similarity
         ii.   Continuity
        iii.   Closure
        iv.   Proximity
         v.   Figure-Ground
     b. Visual concepts:
          i.   Scale
         ii.   Proportion
        iii.   Movement
     c. Composition:
          i.   Symmetry
         ii.   Asymmetry
        iii.   Consistency
        iv.   Contrast
         v.   White space
        vi.   Hierarchy
      d.   Typography:
          i.   Legibility/Obfuscation
         ii.   Creation: hand-lettered, manipulated, built, digital
        iii.   Found
      e.   Brainstorming and problem-solving:
          i.   Allegory
         ii.   Antithesis
        iv.   Hyperbole
         v.   Irony,
        vi.   Metaphor

   vii. Metonymy
   viii. Oxymoron
   ix. Parody
   x. Pun
   xi. Synecdoche
  f. Introduction to Color Theory:
   i. Color attributes
   ii. Interaction of color
   iii. Psychology of color
   iv. Color theories

6. Problem Solving
  a. The Design process vs. the Fine Art process
  b. Sources of ideas
  c. Visual research
   i. Ethics
   ii. Copyright law

  d. Critical thinking

7. Synthesis: Form and Meaning
  a. Iconography
  b. Stereotypes
  c. Purpose and Intent
  d. Context
  e. Content
  f. Aesthetics
  g. Audience

LEARNING MATERIALS:
Recommended text:
Graphic Design: The New Basics, Ellen Lupton and Jennifer Cole Phillips, revised Second Edition, 2015, ISBN: 9781616893323, Princeton Architectural Press (e-book available, companion website available with free access)
Incidental art supplies and digital storage media. Complete materials list to be supplied by the instructor.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:
Prepared by: Frank Short   Date: 9/1998
Revised by: Frank Short   Date: 4/2001
Revised by: Frank Short   Date: 5/2006
Revised by: Frank Short   Date: 2/9/2013
VPAA/Provost or designee Compliance Verification:
          Victoria L. Bastecki-Perez, Ed.D.   Date: 6/18/2013

Revised by: Frank Short, Dianne Zotter-Mill   Date: 8/7/2017
VPAA/Provost or designee Compliance Verification:
          Victoria L. Bastecki-Perez, Ed.D.   Date: 8/7/2017

Revised by: Debbie Dalrymple   Date: 12/17/2017
VPAA/Provost or designee Compliance Verification:
          Victoria L. Bastecki-Perez, Ed.D.   Date: 12/19/2017

Revised by: Debbie Dalrymple   Date: 4/19/2018
VPAA/Provost or designee Compliance Verification:
          Victoria L. Bastecki-Perez, Ed.D.   Date: 4/23/2018

Revised by: Cheryl Gelover   Date: 4/21/2020
VPAA or designee Compliance Verification: Date: 5/1/2020

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.