Montgomery County Community College
ART 148
Introduction to Visual Communication
3-2-2

COURSE DESCRIPTION:
Course covers the fundamental principles of design and how these are applied in effective communication. It explores the media and tools used in imaging and graphic design, and how these tools are integrated into the design process. Topics include conceptual design, symbols, critical thinking, practical design and how design relates to industry, human perception and the visual process, and the history of visual communication from the symbols of the prehistoric man to contemporary design.

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
2. Discusses historic examples of graphic communication.	Assignments Group Discussions Critiques Library Research Internet Research Museum Visits	Individual and Group Critiques Portfolio Reviews

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Demonstrate competency in the use of traditional materials and digital technology.	Studio Work Assignments Group Discussions Critiques	Portfolio Reviews
4. Demonstrate creativity in artistic expression, and technical/conceptual problem solving.	Studio Work Assignments	Portfolio Reviews
5. Use descriptive and critical observation skills to analyze graphic communication.	Studio Work Assignments Group Discussions Critiques Library Research Internet Research Museum Visits	Individual and Group Critiques Portfolio Reviews
6. Develop a portfolio of work demonstrating a working knowledge of the perceptual skills and techniques addressed in the studio.	Studio Work Assignments	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 Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:
1. Course Introduction
2. History of Visual Communication
3. The Invention of Writing
    a. The Alphabets
    b. The Asian Connection
    c. The Printing Press
    d. The German Influence: Typography, Illustration, Book Design
    e. The Graphic Renaissance
    f. The Evolution of Typography
    g. Graphic Design & The Industrial Revolution
    h. The Arts & Crafts Movement & Book Renaissance
    i. The Art Nouveau Movement & the Poster
    j. The Modernist Era
    k. The Bauhaus School & New Typography

4. Elements and Principles of Design
   a. Line
   b. Shape
   c. Form
   d. Type
   e. Value/Color
   f. Pattern
   g. Texture
   h. Space
   i. Balance
   j. Unity
   k. Rhythm
   l. Variety
   m. Emphasis
   n. Contrast

5. Media
   a. Pencil/charcoal
   b. Photography
   c. Digital imaging
   d. Painting
   e. Silk-screening
   f. Printmaking
6. Collage: found object
   Sculpture: clay, paper mache, wire mesh, paper

7. Perception and Imaging
   a. Gestalt Theories:
      Similarity, Continuity, Closure, Proximity, Figure-Ground
   b. Composition:
      Symmetry, Asymmetry, Consistency, Contrast, White space, Hierarchy
   c. Framing and Sequencing
   d. Typography:
      Found type, hand-lettered, manipulated, built
   e. Brainstorming and problem-solving:
      Allegory, Antithesis, Hyperbole, Irony, Metaphor,
      Metonymy, Oxymoron, Parody, Pun, Synecdoche
   f. Color Theory:
      Color attributes, Interaction of color, Psychology of color, Using color
   g. Visual concepts:
      Scale, Proportion, Movement

8. Problem Solving
   a. The design process
   b. Fine art process
   c. Source of ideas

    d.   Convergent and divergent thinking
    e.   Visual research
    f.   Critical thinking

9. Meaning
    a.   Contrast and compare
    b.   Iconography
    c.   Stereotypes
    d.   Purpose and Intent
    e.   Context
    f.   Content
    g.   Aesthetics
    h.   Audience

LEARNING MATERIALS:
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: Date: 8/7/2017

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.