Montgomery County Community College
ART 231
Graphic Design I
3-2-2

COURSE DESCRIPTION:
Explorations in the art of visual communication. Students will learn to communicate effectively and creatively using type and image to solve real-world communications problems. This class will use the latest versions of graphic design software applications and incoming students are expected to have a working knowledge of these programs. This course is subject to a course fee. Refer to http://mc3.edu/adm-fin-aid/paying/tuition/course-fees for current rates.

REQUISITE(S):
Previous Course Requirements
- ART 135 Typography
- ART 148 Graphic Design Applications

Concurrent Course Requirements
None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Demonstrate skills in graphic design for print and digital media.	Studio Work Lectures Demonstrations Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment
2. Demonstrate a working knowledge of the tools, properties of the media, proper use of equipment and software packages addressed in the studio.	Studio Work Lectures Demonstrations Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Illustrate an understanding of the basic concepts of graphic design as demonstrated in cumulative studio activities.	Studio Work Student Presentations and Exhibitions Discussions and Critiques	Reviews Individual and Group Critiques Portfolio Assessment
4. Analyze visual content and hierarchy.	Studio Work Student Presentations and Exhibitions Discussions and Critiques	Reviews Individual and Group Critiques Portfolio Assessment
5. Integrate perceptual skills with experimentation and individual expression.	Studio Work Lectures Demonstrations Student Presentations and Exhibitions Discussions and Critiques	Reviews Individual and Group Critiques Portfolio Assessment
6. Employ expanded visual vocabulary through various assignments.	Studio Work Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment
7. Articulate, both verbally and in writing, critical assessment of the aesthetics of graphic design in print and digital media.	Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment
8. Understand the visual language of graphic design through dialogue generated by classroom discussions, demonstrations, critiques, and outside reading assignments.	Lectures Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment

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. Signs and Symbols
2. Concept Development
3. Grids and Visual Organization of Information and Images
4. Pictorial and Typographic Logo Design
5. Corporate Identity Systems
6. Advertising/Promotional Design
7. Editorial Design
8. Designing for Electronic Media

LEARNING MATERIALS:
No required textbook.

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: 5/1998
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   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: Date: 12/19/2017

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.