

Montgomery County Community College
 ART 281
 Graphic Design II
 3-2-2

COURSE DESCRIPTION:

Advanced problem solving in graphic design with an emphasis placed on developing an understanding of the production process and the business of design. Projects will include: corporate and product identity, packaging, poster design, and book design. This course is subject to a course fee. Refer to <http://mc3.edu/adm-fin-aid/paying/tuition/course-fees> for current rates.

REQUISITES:

Previous Course Requirements

- ART 280 Graphic Design I

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
3. Illustrate an understanding of the basic concepts of graphic design as demonstrated in studio activities.	Studio Work Student Presentations and Exhibitions Discussions and Critiques	Reviews Individual and Group Critiques Portfolio Assessment

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
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. Corporate Design
2. Product and Package Design
3. Editorial Design
4. Poster Design
5. Book Design
6. Portfolio Preparation and Presentation

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: Victoria L. Bastecki-Perez, Ed.D.	Date: 12/19/2017
Revised by: Frank Short	Date: 4/19/2018
VPAA/Provost or designee Compliance Verification:	Date: 4/19/2018



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.