

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER:	GRA 1110
COURSE TITLE:	Introduction to Graphic Design
PREREQUISITE(S):	None
COREQUISITE(S):	None
CREDIT HOURS:	3
CONTACT HOURS/WEEK:	4
CONTACT HOUR BREAKDOWN:	
Lecture/Discussion:	3
Laboratory:	1
Other _____:	
FACULTY WORKLOAD POINTS:	3.7
STANDARDIZED CLASS SIZE ALLOCATION:	20
CATALOG COURSE DESCRIPTION:	
<p>This graphic design studio/lecture course is intended to introduce the student to the essential skills necessary to bring together the conceptual and formal elements of design. Students will explore the image making process through a series of projects that relate to color, abstract image development, and graphic rendering techniques to form visual solutions within the problem-solving process in sign/symbol development.</p>	
SUGGESTED TEXT(S):	<p>Graphic Style from Victorian to digital, Steven Heller and Seymour Chwast, ISBN: 978:0810929845</p> <p>Visual Quickstart Guide Illustrator CS2, Elaine Weinmann and Peter Lourekas, ISBN: 978-0321336569</p>
IMPLEMENTATION DATE:	Winter Term, 1995 (952)
REVIEW OR MODIFICATION DATE:	<p>Fall Term, 2002 (20031)</p> <p>Fall Term, 2003 (20041)</p> <p>Fall Term, 2008 (20091) - Outline Review 2007</p>

COURSE TOPICS	CONTACT HOURS <u>PER TOPIC</u>
I. Orientation to Graphic Design	4
A. Definition of Graphic Design	
1. What is an Artist	
2. What is a Graphic Designer	
B. History of Graphic Design	
C. Graphic Design Careers and Related	
1. Job Descriptions	
2. Educational Requirements	
3. Salary/Benefits	
4. Locations	
D. Career Opportunities (Local)	
E. Professional Organizations	
II. The Design Process	8
A. Problem Definition	
1. Who is Audience	
2. Project Goals and Objectives	
3. Constraints	
a. Time	
b. Budget	
c. Production Limitations	
B. Information Gathering	
1. Clients Needs	
2. Past Design Solutions	
3. The Communication Environment	
C. Idea Finding	
1. Vertical and Lateral Thinking	
2. Brainstorming	
3. Incubation	
4. Notation (Thumbnail Sketches)	
5. Synthesis	
D. Solution Finding	
1. Establish Criteria	
2. Select a Solution	
3. Validate Choice	
E. Implementation	
1. Roughs	
2. Comprehensives	
3. Presentations	
F. Techniques and Process	
1. Conventional Drafting Tools	
2. Traditional Materials	

COURSE TOPICS (CONTINUED)

CONTACT HOURS
PER TOPIC

III. Elements of Design		20
A. Point	(3)	
B. Line	(3)	
C. Shape/Form	(3)	
D. Color	(5)	
1. Color Theory		
2. Psychological Effects		
E. Space/Dimension	(3)	
F. Texture	(3)	
IV. Principles of Design		14
A. Contrast	(2)	
1. Light and Dark		
2. Color, Value or Texture		
3. Scale and Visual Hierarchy		
4. One/Many		
B. Balance	(3)	
1. Symmetry		
2. Asymmetry		
C. Form Relationships in Space	(3)	
1. Alignment		
2. Continuation		
3. Proximity		
4. Correspondence		
5. Completion		
6. Figure/Ground		
D. Modular Relationships	(3)	
E. Repetition and Rhythm	(3)	
V. Graphic Forms		14
A. Visual Properties	(7)	
B. Communicative Functions - Signs	(7)	
1. Icon		
2. Index		
3. Symbol		

PROGRAM TITLE: Graphic Design Technology
COURSE TITLE: Principles of Graphic Design
CIP NUMBER: 1650.040200

LIST PERFORMANCE STANDARD ADDRESSED:

NUMBER(S): TITLES(S):

01.0 DEMONSTRATE EFFECTIVE COMMUNICATION SKILLS -- The student will be able to:

- 01.01 Demonstrate presentation skills
- 01.04 Read and interpret written and oral instructions.

03.0 DEMONSTRATE SAFE AND EFFICIENT WORK PRACTICES -- The student will be able to:

- 03.01 Follow industry rules, safety regulations and policies.
- 03.02 Demonstrate proper use of toxic materials.

05.0 DEMONSTRATE STYLE/TECHNIQUES -- The student will be able to:

- 05.01 Select appropriate style or technique to problem solving.
- 05.02 Display creative talent and ingenuity.

06.0 DEMONSTRATE MEDIUMS -- The student will be able to:

- 06.01 Apply/use a variety of artistic media.

07.0 FORMULATE CONCEPT/THEORY -- The student will be able to:

- 07.01 Apply principles of design.
- 07.02 Demonstrate the design process.

08.0 APPLY DESIGN THEORIES -- The student will be able to:

- 08.01 Create a design in black and white or color.

16.0 CREATE AIR BRUSH ILLUSTRATIONS -- The student will be able to:

- 16.01 Operate and maintain air brush and air supply.
- 16.02 Determine proper air brush technique.
- 16.03 Select proper surface and paint.
- 16.04 Apply masking materials.
- 16.05 Perform photo-retouching (color) (b/w).

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S): TITLES(S):

17.0 DEMONSTRATE PROPER USE OF INDUSTRY TOOLS AND EQUIPMENT -- The student will be able to:

- 17.01 Operate and maintain drafting equipment.
- 17.02 Utilize and read various scales.

18.0 DEMONSTRATE PROPER USE AND CARE OF INDUSTRY MATERIALS -- The student will be able to:

- 18.02 Operate and maintain galley/art waxer.

19.0 DEMONSTRATE KNOWLEDGE OF CURRENT INDUSTRY STANDARDS, PRACTICES TECHNIQUES - The student will be able to:

- 19.01 Explain copyright procedures.
- 19.06 Learn how to cope with stress.
- 19.07 Adjust to work conditions.
- 19.08 Adapt properly to interdepartmental communications.
- 19.09 Identify clip-art images.

23.0 APPLY MARKETING/ADVERTISING THEORIES -- The student will be able to:

- 23.02 Identify customer needs.
- 23.03 Identify target market.
- 23.09 Interpret advertising agency skills and procedures.

24.0 APPLY COLOR THEORIES -- The student will be able to:

- 24.01 Use color for impact
- 24.02 Apply color symbolically (psychology).
- 24.03 Develop knowledge of color theory.
- 24.04 Apply color theory and appropriate principles for use in design.

25.0 DESIGN INDUSTRY LEVEL PORTFOLIOS -- The student will be able to:

- 25.01 Demonstrate mounting and matting procedures.
- 25.02 Demonstrate industry presentation procedures and techniques.
- 25.03 Prepare industry level portfolios.

28.0 DEMONSTRATE EMPLOYABILITY SKILLS -- The student will be able to:

- 28.01 Conduct a job search.
- 28.02 Secure information about a job.
- 28.03 Identify documents which may be required when applying for a job interview.

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S): TITLES(S):

- 28.04 Complete a job application form correctly.
- 28.05 Demonstrate competence in job interview techniques.
- 28.06 Identify or demonstrate appropriate responses to criticism from employers, supervisors or other employees.
- 28.07 Identify acceptable work habits.
- 28.08 Demonstrate knowledge of how to make job changes appropriately.
- 28.09 Demonstrate acceptable employee health habits.
- 28.10 Demonstrate a knowledge of the "Florida Right-To-Know-Law" as recorded in Florida Statutes Chapter 442.



**Florida State College
At Jacksonville**

**Course Learning Outcomes & Assessment
For All College Credit Courses**

NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

Section 1	
COURSE PREFIX AND NUMBER: <u>GRA 1110</u>	SEMESTER CREDIT HOURS: <u>3</u>
COURSE TITLE: <u>Introduction to Graphic Design</u>	

Section 2
TYPE OF COURSE: (Click on the box to check all that apply)

<input type="checkbox"/> AA Elective	<input checked="" type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input checked="" type="checkbox"/> Technical Certificate
<input type="checkbox"/> Other _____		
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

Section 3 (If applicable)
INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:

<input type="checkbox"/> Communication	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

Section 4
INTELLECTUAL COMPETENCIES:

<input checked="" type="checkbox"/> Reading	<input checked="" type="checkbox"/> Speaking	<input checked="" type="checkbox"/> Critical Analysis	<input type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
<input checked="" type="checkbox"/> Writing	<input checked="" type="checkbox"/> Listening	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Ethical Judgment	<input type="checkbox"/> Working Collaboratively

	LEARNING OUTCOMES	METHOD OF ASSESSMENT
•	Development of manual presentation skills	Class projects
•	Appreciation of historical reference	Class presentations
•	Demonstrate problem-solving process	Class projects
•	Demonstrate conceptual ideation	Class projects
•	Demonstrate basic 2D design principles	Class projects
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Section 6
 Name of Person Completing This Form: Michael Nuetzel