

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER: GRA 1113

COURSE TITLE: Design Strategies II

PREREQUISITE(S): GRA 1111

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:

This course is a continuation of Design Strategies I. Through a series of selected projects; the student will focus on the functional and aesthetic aspects of developing effective communication strategies. In addition portfolio development related projects that relate to identity, information, and persuasion will be assigned.

SUGGESTED TEXT(S): None

IMPLEMENTATION DATE: Fall Term, 1995 (961)

REVIEW OR MODIFICATION DATE: Fall Term, 2002 (20031)

COURSE TOPICS	<u>CONTACT HOURS PER TOPIC</u>
I. Design Strategies II Projects	50
A. Design Concept Development	(10)
B. Historical and Contemporary Reference	(10)
C. Layout and Design	(10)
1. Elements and Principles of Design	
2. Format	
3. Grid Structures	
4. Typography	
D. Selecting Appropriate Media	(10)
1. Traditional Graphic Design and Illustration Media	
2. Electronic Media	
E. Selected Project Options	(15)
1. Poster Design	
2. Identity + Collateral Applications	
3. Advertising/Promotion Campaign	
II. Graphic Design Professional Practice	5
A. Client Contact	
B. Budget and Deadlines	
C. Stress Management	
D. Portfolio	
E. Professional Responsibility	
1. Copyright	
2. Keeping Current	

PROGRAM TITLE: Graphic Design Technology

COURSE TITLE: Graphic Design II

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.
- 01.02 Prepare written correspondence.
- 01.03 Demonstrate good telephone technique.
- 01.04 Read and interpret written and oral instructions.

02.0 DEMONSTRATE LEADERSHIP SKILLS -- The student will be able to:

- 02.01 Demonstrate management abilities.
- 02.02 Demonstrate leadership qualities.

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.

04.0 PERFORM ILLUSTRATION -- The student will be able to:

- 04.01 Create line art.
- 04.02 Demonstrate hard and soft line illustrations.
- 04.03 Demonstrate transparent and opaque techniques.
- 04.04 Create cartoons, caricatures, and animations.
- 04.06 Develop illustration skills and techniques.
- 04.07 Apply screen tints and color films for illustrations.

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.

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S): TITLES(S):

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.
- 08.02 Create various mockups and dummies.
- 08.03 Produce quality comprehensive layouts in a variety of formats.

09.0 DEMONSTRATE DRAWING TECHNIQUES -- The student will be able to:

- 09.01 Draw three dimensional shapes.
- 09.03 Draw figures.
- 09.04 Demonstrate use of perspective.

10.0 LETTER EFFECTIVELY -- The student will be able to:

- 10.01 Choose appropriate letterstyles.
- 10.02 Utilize pen, brush, marker, and pencil lettering.
- 10.03 Demonstrate correct spacing of letters.
- 10.04 Demonstrate creative calligraphic lettering.

11.0 CREATE EXHIBIT/DISPLAY DESIGNS -- The student will be able to:

- 11.01 Apply 2D or 3D design principles.
- 11.02 Construct scale models.
- 11.03 Indicate proper specifications for design.
- 11.04 Coordinate production of displays and exhibits.

12.0 CREATE ADVERTISING LAYOUTS -- The student will be able to:

- 12.01 Produce comprehensive layouts for advertising in newspaper, advertising, magazines, billboards, and an advertising campaign.
- 12.02 Identify advertising needs and develop appropriate solutions.

13.0 PERFORM PASTE-UPS -- The student will be able to:

- 13.01 Demonstrate paste-up techniques.
- 13.02 Perform cropping of photograph and sizing of illustration.
- 13.03 Prepare mechanicals "one-color, two-color, three-color, four-color" separations.
- 13.04 Prepare amberlith overlays.

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S): TITLES(S):

- 13.05 Demonstrate techniques for knockouts and dropouts.
- 13.06 Demonstrate proper registration of color and overlays.
- 13.07 Demonstrate proper clean-up opaquing procedures.

14.0 PRINTING PROCESS -- The student will be able to:

- 14.01 Analyze and identify method of proofing.
- 14.02 Determine methods of printing.
- 14.03 Select stocks and inks.
- 14.04 Explain color separation process.
- 14.05 Identify and specify half-tone and line negatives.
- 14.06 Interpret stripping procedures.
- 14.07 Identify speciality printing methods.

15.0 INTERPRET PRINTING PROCESS -- The student will be able to:

- 15.01 Identify special printing methods.
- 15.02 Explain basic print process.
- 15.03 Interpret signature and imposition procedures.

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:

- 18.01 Operate and maintain camera and processor (Photostats).
- 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.
- 19.02 Utilize industry terminology.
- 19.03 Identify industry practices and procedures.
- 19.04 Explain importance of meeting deadlines.
- 19.05 Acquire up-to-date in-field technology.
- 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.

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S): TITLES(S):

20.0 DEMONSTRATE CREATIVE USE OF TYPOGRAPHY -- The student will be able to:

- 20.01 Apply dry transfer lettering.
- 20.02 Develop knowledge of type styles.
- 20.03 Demonstrate knowledge of typographical specifications.
- 20.04 Develop knowledge of type construction design.
- 20.05 Allow proper letters and line spaces for typesetting.
- 20.06 Develop working knowledge of typespacing.

21.0 CREATE OUTDOOR ADVERTISING DESIGN -- The student will be able to:

- 21.01 Develop billboard and poster design.
- 21.02 Prepare scale art.
- 21.03 Apply specific design principles to outdoor situations.

22.0 INTERPRET PHOTOGRAPHIC PROCEDURES -- The student will be able to:

- 22.01 Coordinate photographic procedures with photographer.
- 22.02 Perform cropping and scaling.
- 22.03 Prepare art cards for multi-media.
- 22.04 Apply specification terminology.
- 22.05 Analyze marketing potential.
- 22.06 Recognize proper use of specialty services (supplies, specialties).
- 22.07 Create an artistic photographic image.
- 22.08 Utilize the photographic procedures.
- 22.09 Produce a half-tone screen image.

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

- 23.01 Apply marketing/advertising theories.
- 23.02 Identify customer needs.
- 23.03 Identify target market.
- 23.04 Prepare cost estimate.
- 23.05 Analyze marketing potential.
- 23.06 Recognize proper use of specialty services (supplies, specialties).
- 23.07 Identify marketing procedures.
- 23.08 Identify advertising procedures.
- 23.09 Interpret advertising agency skills and procedures.

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S): TITLES(S):

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

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.

26.0 DESIGN TELEVISION GRAPHICS -- The student will be able to:

- 26.01 Produce T.V. story boards.
- 26.02 Create T.V. art cards.

27.0 CREATE COMPUTER-AIDED LAYOUTS -- The student will be able to:

- 27.01 Perform pagination.
- 27.02 Create color graphics.
- 27.03 Create computer illustrations.

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.
- 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.

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S): TITLES(S):

29.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP -- The student will be able to:

- 29.01 Define entrepreneurship.
- 29.02 Describe the importance of entrepreneurship to the American economy.
- 29.03 List the advantages and disadvantages of business ownership.
- 29.04 Identify the risks involved in ownership of a business.
- 29.05 Identify the necessary personal characteristics of a successful entrepreneur.
- 29.06 Identify the business skills needed to operate a small business efficiently and effectively.



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 1113</u>	SEMESTER CREDIT HOURS: <u>3</u>
COURSE TITLE: <u>Design Strategies II</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 checked="" type="checkbox"/> Working Collaboratively

	LEARNING OUTCOMES	METHOD OF ASSESSMENT
•	Apply software skills and knowledge	Class projects
•	Design and develop applied projects	Class projects
•	Demonstrate type usage	Class projects
•	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