COURSE: GDT-146, Graphic Design I, 3 credits

INSTRUCTOR: **SEMESTER/YEAR:** Fall 2017

COURSE DESCRIPTION:
In this class, you'll learn how to implement the principles and elements of graphic design (contrast, alignment, repetition, and proximity, as well as line, color, shape, depth, texture, and format). You'll see how these are used to solve visual communication problems. The assignments will be created digitally using the Adobe Creative Suite. You'll experience an overview of the field of graphic design, learn how to follow the design process, and produce a portfolio of work similar to what you would produce as a junior designer in a marketing or design department or studio. **Course fee required.** Total of 45 hours of lecture.

TEXTBOOK:
The Non-Designer's Design Book, fourth edition, by Robin Williams
ISBN: 978-0-13-396615-2

STUDENT LEARNING OUTCOMES:
- You'll demonstrate knowledge regarding the field of graphic design. This includes consistently and properly using the correct vocabulary and following the design process under the instruction of me, acting as your art director or client.
- You'll be able to identify, apply, and discuss the elements and principles of graphic design through written and verbal communication.
  - Monday's lectures and discussions will be dedicated to learning the basics of design theory and how to recognize their proper — and improper — use. These discussions will be conducted informally.
  - Wednesday's in-class projects and labs will be dedicated to the practical application of design theory in both creating your own work and critiquing the work of others. In this setting, you will be my junior designers and I will act as your art director or client. This setting will more closely resemble a professional work setting.
- You'll develop and demonstrate problem-solving skills using the elements and principles of graphic design to identify weaknesses in a design and provide solutions that will clearly communicate the piece's intended message.
- You'll learn how to research and problem-solve on your own, based on consistent clear communication with me, acting as your client or art director. You'll learn when to take initiative with a project and when to clarify design direction with the rest of your project team.
- You'll develop good work habits through analyzing project requirements and creating action plans. You will turn marketing concepts into thumbnails, mock up rough proofs, use the proper programs for design needs, present your first proof through a mock client or marketing presentation, and implement requested changes in a timely manner.
- You will meet deadlines set for each stage of a design project, from presentations of proofs to delivery of final print- or web-ready files.

- You'll understand and demonstrate professional practices, including project management, meeting deadlines, adhering to project specifications, and communicating with me and your peers in a professional and courteous manner.
- Throughout the semester, you'll create a body of work using the knowledge and skills you acquire to demonstrate your understanding of design theory and ability to efficiently use technology to implement design solutions.

Total Hours of Coursework:

- To earn one academic credit at HCC, students are required to complete a minimum of 37.5 clock hours (45 fifty-minute "academic" hours) of coursework per semester. Those hours of coursework may be completed through a combination of hours within the classroom and hours outside the classroom. Certain courses may require more than the 37.5 minimum hours of coursework per credit. \
- For most classes, students should expect to do at least 2 hours of coursework outside of class for each hour of in-class coursework.

Assignment	Hours	Weekly
Classroom instruction/Reading	37.5	2.5
Book Chapters/Tutorials	40	2.5
Quizzes/Final Test	5	20 m
Discussion Boards	10	40 m
Projects	20	1.3
TOTAL	112.5	7.3

Services for Students with Disabilities: Students may receive reasonable accommodations if they have a diagnosed disability and present appropriate documentation. Students seeking accommodations are required to contact the Disability Support Services (DSS) office as early as possible. Students may contact a DSS staff member for an appointment at dss@hagerstowncc.edu or at 240-500-2530.