COURSE: GDT-246 – Graphic Design II   3 Credits

INSTRUCTOR: **SEMESTER:** Spring 2018

COURSE DESCRIPTION:
In this class, you will continue to apply the principles and elements of graphic design to more challenging visual communication projects. The focus of our class will be to prepare you for both your final portfolio review and your design career after graduation. You'll create original design projects suitable for your final portfolio, prepare a resume and stationery package and, in the process, will learn how to identify your own strongest visual and technical skill areas, and learn how to conduct yourself in a professional environment. Total of 45 hours of lecture. 3 credits. Course fee required. ***Prerequisite:** GDT-146 or consent of TCS Division.

TEXTBOOK: *Graphic Style Lab,* by Steven Heller (ISBN: 978-1592539109)

OTHER REQUIRED MATERIALS: Notebook/sketchbook and pen/pencil

STUDENT LEARNING OUTCOMES:
- You'll continue to develop and demonstrate an understanding of how to apply the **principles and elements of design** to a number of different projects.
- Your work over the semester will demonstrate a strong understanding of **brand development** and execution.
- Your **portfolio** will reflect your discernment in identifying and including your best work.
- You'll show that you're able to **explain your design process** and defend the success of your solution verbally and in writing.
- You'll show your ability to **speak knowledgeably, confidently, and clearly** about our industry through interactions with me, your fellow classmates, professional guests, and portfolio reviewers.
- You'll **research** potential clients and employers to help construct successful cover letters and have successful interviews.
- You'll learn and demonstrate **good interview skills**, including but not limited to body language, professional communication, appropriate dress, and the ability to actively listen and accept critique.
- You'll develop strong **project management skills**, including but not limited to file management, clear communication, and time management.
- You'll cooperatively and effectively **collaborate** with a team of designers, marketers, copywriters, and vendors for applicable projects.

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.

Minimum clock hours required for this course

	DIRECT Faculty Instruction In-class (**37.5 h required**)	Student Work Out of Classroom (**75 h required**)
In-class "lecture"	37.5 h	
Reading chapters/materials		5 h
Research and Professional Practices	Included in lecture time	15 h
Class Projects		25 h
Final Portfolio		30 h
Tests/Quizzes		In Class
Total Hours	**37.5 h**	**75 h**

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.