

Hagerstown Community College
OFFICIAL COURSE SYLLABUS DOCUMENT

COURSE: GDT 246 – Graphic Design II

3 Credits

INSTRUCTOR:

SEMESTER/YEAR:

COURSE DESCRIPTION: In this class, students will continue to apply the principles and elements of graphic design to more challenging visual communication projects. They will focus on creating original design projects suitable for their final portfolio, prepare a resume and stationery package and in the process will learn how to identify their own strongest visual and technical skill areas. Total of 45 hours of lecture. Course fee required. *Prerequisite: GDT-146 or consent of TCS Division. Semester offered: Spring. 3 Credits.

TEXTBOOK: *Logo Design Love: A Guide to Creating Iconic Brand Id* ISBN # 9780321985200

How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better...ISBN # 9780062413901

STUDENT LEARNING OUTCOMES

After successfully completing this course a student will be able to:

- A. Implement the principles and elements of graphic design to solve a visual design problem
- B. Identify the visual and technical skill areas at which they excel.
- C. Demonstrate knowledge of the typical graphic design projects such as business identity, brochures, advertising campaigns, magazine layout, web site design, etc.
- D. Present a capstone portfolio of graphic design projects presented in a portfolio, and possibly on a Website.
- E. Demonstrate the ability to take a project from concept through finished product using the graphic design process

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.