

GRA 2190C Communication Design 1

3.00 - 4.00 credits

Problems in advertising design involving layout, lettering, current studio media, and reproduction processes. Prerequisites: ART1202C or 1300C.

<p>Competency 1: The student will apply the principles of design to assignments by:</p> <ol style="list-style-type: none">1. Arranging elements in layouts that demonstrate understanding of the principles.2. Organizing positive and negative shapes into asymmetrically balanced layouts.3. Applying the principles of design to typographic solutions.4. Examining the symbolism of colors and color palettes.5. Balancing unity and variety in set of related, yet discrete elements.6. Ordering elements into grid structures for establishing unity in layouts.	<p>Learning Outcomes:</p> <ul style="list-style-type: none">• Communication• Critical thinking• Computer /Technology Usage• Aesthetic / Creative Activities
<p>Competency 2: The student will engage in the graphic design process during guided lessons and assignments by:</p> <ol style="list-style-type: none">1. Sketching various solutions to open-ended design challenges.2. Evaluating the worth of their original solutions and selecting the strongest choice.3. Developing their strongest original solution into a completed work of design.	<p>Learning Outcomes:</p> <ul style="list-style-type: none">• Communication• Critical thinking• Computer /Technology Usage• Aesthetic / Creative Activities
<p>Competency 3: The student will evaluate their design decisions by:</p> <ol style="list-style-type: none">1. Critiquing their work as well as that of their classmates.2. Examining the most successful aspects of their assignments, as well as what could be improved and why.	<p>Learning Outcomes:</p> <ul style="list-style-type: none">• Communication• Critical thinking• Aesthetic / Creative Activities