



Course Description

GRA1111C | Graphic Design Fundamentals | 4.00 credits

The basics of graphic design comprise this introductory course. The student will analyze the principles and practices of graphic design, and evaluate their creative solutions to challenging design problems. Topics include design vocabulary, elements and principles, the design process, proportion and composition, creativity and visualization, as well as color and typography basics. Assignments are designed to emulate real-world projects, including brainstorming, design, execution, critique, revision and implementation.

Course Competencies:

Competency 1: The student will apply the principles of design to assignments by:

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 a set of related yet discrete elements
6. Ordering elements into grid structures for establishing unity in layouts

Competency 2: The student will engage in the graphic design process during guided lessons and assignments by:

1. Sketching various solutions to open-ended design challenges
2. Evaluating the worth of their original solutions and selecting the most vital choice
3. Developing their most robust original solution into a completed design work

Competency 3: The student will evaluate their design decisions by:

1. Critiquing their work as well as that of their classmates
2. Examining the most successful aspects of their assignments and what could be improved and why

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities