



### **Course Description**

#### **GRA2190C | Communications Design 1 | 3.00 - 4.00 credits**

Problems in advertising design involving layout, lettering, current studio media, and reproduction processes.

Prerequisites: ART1202C or 1300C.

### **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 related yet discrete elements
6. Ordering elements into grid structures to establish 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. Demonstrating their original solutions' worth 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
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities