

**SEWARD COUNTY COMMUNITY COLLEGE
COURSE SYLLABUS**

I. TITLE OF COURSE: AR1493- Introduction to Graphic Design

II. COURSE DESCRIPTION: Three credit hours
One credit hours of lecture and Two credit hours of lab per week.

In this course students explore careers and design areas, and learn fundamentals of effective visual communication. Strong emphasis is placed on creative thinking skills as students use current technology and software to complete course assignments in the computer lab.

For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

Pre-requisite: None

III. PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:

Division Statement: The mission of the Humanities and Social Sciences is to foster an appreciation of the role that the humanities and social sciences has played in the evolution of civilized society and to explore the ways that an understanding of theory and practice in philosophy, the social and behavioral sciences, the fine arts, and written and oral expression will enable students to participate thoughtfully in a global society.

Fine Arts Program Mission Statement: The SCCC Fine Arts Program provides arts courses and community events that incorporate the areas of aesthetics, critical reflection, a historical and global overview of the arts, and opportunities for creative expression through the arts.

IV. TEXTBOOK AND MATERIALS:

Landa, Robin. Graphic Design Solutions. 5th. Ed. Boston: Wadsworth Cengage Learning, 2014.

V. SCCC OUTCOMES

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

V: Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information

VI. COURSE OUTCOMES:

1. The student will be able to identify the different areas of graphic design.
2. The student will demonstrate an understanding of type and typography.
3. The student will be able to use current software and hardware to solve design problems.
4. The student will use the language of design as a means to developing or critiquing a design.

VII. COURSE OUTLINE:

1. History of graphic design
2. The areas of graphic design
3. Lettering and typography
4. Elements and principles of design
5. Printing and production

6. Introduction to hardware and software skills
7. Assigned problems

VIII. INSTRUCTIONAL METHODS:

1. Lecture and demonstration
2. Class discussion
3. Hands-on studio assignments
4. Field trips
5. Individual and group critique

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

1. Assigned textbook
2. Use of consumer magazines, trade magazines and newspapers
3. Video
4. Internet

X. METHODS OF ASSESSMENT:

Outcome 5:

1. The student will research and develop designs and then evaluate the results, making changes to the design as needed.

XI. ADA STATEMENT:

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobble Academic building, room 149 A.

Syllabus Reviewed: 10/26/2018 14:35:57