SEWARD COUNTY COMMUNITY COLLEGE
COURSE SYLLABUS

I. TITLE OF COURSE: AR2813- Graphic Design II

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

Students will complete a range of advanced projects and then assemble a portfolio and résumé in preparation for seeking employment in the field of graphic design.

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: AR1503 Graphic Design I

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:

 Ambrose, Gavin, and Paul Harris. Design Thinking for Visual Communication. 2nd ed. New York: Fairchild Books, 2015.

Seddon, Tony. Twentieth Century A Decade-by-Decade Exploration of Graphic Style. Hove, Canada: Quid Publishing, 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 demonstrate an advanced understanding of different areas of graphic design

2. The student will demonstrate an understanding of graphic design career preparation

3. The student will demonstrate advanced skill in the use of appropriate software, hardware, and other studio techniques

4. The student will use a variety of research and idea development techniques in formulating a design

VII. COURSE OUTLINE:

1. Discussion with instructor about what areas student will cover in portfolio
2. Studio work on various pieces
3. Comprehensive graphic design for a client
4. Overview of résumé
5. Assembly of portfolio
6. Presentation and critique of portfolio and résumé

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. Use of consumer magazines, trade magazines and newspapers
2. Video
3. Internet
4. Portfolio

X. METHODS OF ASSESSMENT:

Outcome 5:
1. The student will complete a design brief in which they conduct background research for assigned design projects, develop a design strategy, create a conceptual design, and complete the design

2. The student will analyze completed designs during critiques and make needed changes

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: 10/29/2018 16:52:30