

Course Outline

Course Title: Elements of Design & Typography

Submitted By: Mclaughin/
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Semester Course Prefix and Number: GRAP 2253

Approval Date:

Old Quarter Course Prefix and Number:

Revision Date: Dec 2015

Number of Credits: 2

Number of Lecture Credits: 1

Semester(s) Offered:

Number of Lab Credits: 1 Number of Lab Hours: 2

Class Size: 22

Number of Studio/Demonstration/Internship Credits:

Negotiated by AASC on

(Date)___

Course Purpose Code:

_____ 0 – Developmental Courses

_____ 1 – Non-transferable, General Education

 x 2 – Technical course related to career programs

_____ 3 – College course which has the primary goal of applying certain concepts (e.g. vocal ensemble)

_____ 4 – Other college course not considered a part of general education (MNTC) e.g. computer science, health, physical education

_____ 5 – Course which is intended to fulfill the Minnesota Transfer Curriculum (MNTC) requirements.

_____ 9 – Continuing Education/Customized Training specialized credit course (not occurring in 0-5)

Catalog Description:

This course covers how elements of design and principals work together to create effective communication which is at the core of what every graphic designer needs to know. This course is intended to teach visual fundamentals and examine the physiological and visual processes that are the basics for visual communications. This course covers additional content on color in design, typography, unity, balance and professional profiles.

Prerequisites and/or recommended entry skills/knowledge:

Course Prerequisite(s): Mac OS & Design & Layout with QuarkXpress

Reading Prerequisite: None

Composition Prerequisite: None

Mathematics Prerequisite: None

Career Programs and Transfer Majors Accessing this Course:

Graphic Design and Print Communications

Minnesota Transfer Curriculum Goal(s) partially met by this course if applicable: Notes: No more than two goals may be met by any one course. (Curriculum Committee review and the Chief Academic Officer's approval are required).

0. x None

1. _____ Communications

2. _____ Critical Thinking

3. _____ Natural Sciences

4. _____ Mathematical/Logical Reasoning

5. _____ History and the Social and Behavioral Sciences

6. _____ The Humanities and Fine Arts

7. _____ Human Diversity

8. _____ Global Perspectives

9. _____ Ethical and Civic Responsibility

10. _____ People and the Environment

Learning outcomes, including any relevant competencies listed in the Minnesota Transfer Curriculum:

- 1 Student will- Define the Language of Design
- 2 Student will- Manage Effective Design
- 3 Student will- Design With Color
- 4 Student will perform -Typography in Design
- 5 Student will perform-Imagery in Design
- 6 Student will research-Finding a Position in the Design Industry

Student assessment methods:

Written response, lab experience with rubrics, Quizzes and Tests.

Use of instructional technology (includes software, interactive video and other instructional technologies): Personal workstation, Mac Computer, OSX, Prepared materials, handouts, and other tools are provided in the program plan. The following books will be needed: Check with program instructors for latest version & author.

Outline of the major course content:

- 1. Defining the Language of Design
- 2. Managing Effective Design
- 3. Designing With Color
- 4. Typography in Design
- 5. Imagery in Design
- 6. Finding a Position in the Design Industry

Additional special information (special fees, directives on hazardous materials, etc.) None

Transfer Information: (Please list colleges/majors that accept this course in transfer.)
University Wisconsin Stout, Print Management. Bemidji State University, Design Technology.

Approvals:

Body	Representative Signatures	Date
Curriculum Committee		
Faculty Association		
Academic Affairs Standards Committee		
Chief Academic Officer		

Distribution: Original – Administrative Office
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