

DDP 110: GRAPHIC DESIGN

Date Submitted: Wed, 04 Sep 2019 01:26:19 GMT

Formerly known as:

DDP 010 (or if cross-listed - inactivated courses associated with this course)

Originator

mabril

Justification / Rationale

Align with the new numbering convention.

Effective Term

Fall 2020

Credit Status

Credit - Degree Applicable

Subject

DDP - Digital Design & Production

Course Number

110

Full Course Title

Graphic Design

Short Title

GRAPHIC DESIGN

Discipline

Disciplines List

Graphic Arts (Desktop publishing)

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

In this course, students learn about graphic design terminology, history, career options, concepts, the design process, project research, generating ideas, elements and principles. Emphasis is placed on the process of design development from research, brainstorming ideas, thumbnail sketches, digital roughs to final comprehensive layouts. Students use current industry software working individually and in groups on assignments and projects developing concept, visualization, documentation, and professional presentations. With an emphasis on visual communication strategies, students explore the fundamental text and image interaction to develop graphic design solutions for web, film, and print.

Schedule Description

This course covers basic graphic design principles and techniques using current industry software. Students learn about graphic design terminology, history, career options, concepts, the design process, project research, generating ideas, elements and principles.

Prerequisite: DDP 102

Advisory: ART 003A

Lecture Units

2

Lecture Semester Hours

36

Lab Units

1

Lab Semester Hours

54

In-class Hours

90

Out-of-class Hours

72

Total Course Units

3

Total Semester Hours

162

Prerequisite Course(s)

DDP 102

Advisory: ART 003A

Required Text and Other Instructional Materials**Resource Type**

Book

Author

Santoro, Scott

Title

Guide to Graphic Design

Edition

First

City

New Jersey

Publisher

Pearson

Year

2013

College Level

Yes

Flesch-Kincaid Level

10

ISBN #

9780132300704

Resource Type

Web/Other

Open Educational Resource

Yes

Class Size Maximum

25

Entrance Skills

Create a new document with the appropriate settings for web, print, and video.

Requisite Course Objectives

DDP 102-Open, create, save and open files and choose appropriate document settings.

Entrance Skills

Evaluate the means by which a design problem may be solved.

Requisite Course Objectives

ART 003A-Evaluate the means by which a design problem may be solved.

Entrance Skills

Identify and manipulate elements of vector software to solve a design problem.

Requisite Course Objectives

DDP 102-Design graphic documents using basic vector shapes and text.

Entrance Skills

Create, analyze and modify visual elements to provide appropriate solutions.

Requisite Course Objectives

DDP 102-Create, analyze and modify visual elements to provide appropriate solutions.

Entrance Skills

Objectively analyze and assess work with peers in a critique using design terminology.

Requisite Course Objectives

ART 003A-Objectively analyze and assess their own work as well as the work of their peers through evaluation and critique of class projects using design terminology in oral or written formats .

Course Content

1. Graphic Design History.
2. Graphic Design Concepts.
3. Design Research.
4. Generating Ideas.
5. The Design Process.
6. Design Elements and Principles of Form.
7. Visual Communication Strategies Using Computer Software.
8. Industry Terminology.
9. Graphic Design Career Paths
10. Professional Presentations and Critiques

Lab Content

Students use lab time to work on exercises and projects given throughout the semester.

Course Objectives

Objectives	
Objective 1	Sequence the heritage of graphic design, beginning with early cave paintings, noting the first use of the term, and continuing through current times.

Objective 2	Characterize the basic components of a graphic design solution while using the design process, incorporating design elements & principles. Students will use computer skills to produce a poster by creating a new document with the appropriate settings for web, print, and video. They will navigate, organize, and customize the application workspace; place, open or import images into document; manage colors, swatches, and gradients and set the active fill and stroke color; manage brushes, symbols, styles, and patterns; use the layers panel to modify layers and manage design elements; create, apply, and manipulate clipping masks; use core tools and features to create visual elements; create illustrations using a variety of tools; modify and edit vector illustrations using a variety of vector tools; add and manipulate text using appropriate typographic settings; transform digital graphics and media; evaluate or adjust appearance of objects, selections, or layers using various tools; prepare images for export to web, print, and video; export or save digital images to various file formats.
Objective 3	Describe how political and social change were expressed through art, design and architecture.
Objective 4	Describe what it means to be a graphic designer.
Objective 5	Explain how graphic designers pushed Modernist thought further by taking a more conceptual approach.
Objective 6	Give an example of how graphic designers can use basic storytelling conventions in their visual communications.
Objective 7	Describe the concept of metaphor including three specific applications: part-to-whole representations, generalized associations, and montage.
Objective 8	Outline the steps of the research process that lead to creating graphic design.
Objective 9	Discuss strategies that graphic designers use to define the problem to be solved in a project.
Objective 10	Explain how playful accidents can aid in generating ideas.
Objective 11	Discuss how form and function work together to convey meaning in graphic design.
Objective 12	List six compositional elements of design.
Objective 13	Explain how artists use the seven compositional principles of design to organize compositional elements and communicate meaning.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:

Outcome 1	Use the design process, incorporate design elements & principles while using computer skills to produce a poster.
Outcome 2	Use basic storytelling conventions to create meaning through form and function in their design projects.
Outcome 3	Analyze the history of graphic design through the present and how political and social change affect their visual communications.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Demonstration, Repetition/Practice	Students will incorporate instructor feedback to each project and assignment and submit for grading.
Technology-based instruction	Course work uses current technology in the field, the students will use software and create physical and digital projects with the technology. Instructors will use the technology in demonstrations as it pertains to the assignments.
Lecture	Presentation of class lecture/discussions/demonstrations of Graphic Design essentials; design elements and principles, design process, career options, and problem solving.
Laboratory	Students will develop, using the design process, design solutions for design problems.
Activity	Activities focused on addressing areas of improvement in the composition and layout, choice of typeface and images, such as for an event poster.
Discussion	Students will discuss design solutions and critique assignments and projects.
Collaborative/Team	Work in groups to brainstorm and develop design solutions.
Participation	Students will participate in discussion regarding best practices in graphic design.

Skilled Practice at a Workstation

Course work uses current technology in the field, students use software to create physical and digital projects with the technology.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Critiques	All projects are critiqued in class. Students are expected to make revisions to their projects based on recommendations made in the critique.	In Class Only
Portfolios	Students will create a portfolio of their work to present in class at the end of the semester.	In and Out of Class
Product/project development evaluation	Logo design, corporate identity package, ad campaign synthesizing different images, magazine format layout, posters keyed to a specific community event.	In and Out of Class

Assignments

Other In-class Assignments

- Examinations of various types, such as T/F and multiple choice
- Class discussion, including critiques, in which students must actively participate (instructors can grade each student's performance in these activities based on the extent and depth of each student's contributions)
- Presentation of digital roughs, revised roughs and final design in front of class in which students must actively participate (instructors can grade each student's performance in these activities based on the extent and depth of each student's contributions)
- Logo design.
- Corporate identity package.
- Ad campaign synthesizing different images.
- Magazine format layout.
- Posters keyed to a specific community event.

Other Out-of-class Assignments

- Readings in the textbook and in recommended supplementary literature
- Viewing of films, video clips, websites
- Special projects by students
- Participation in research projects involving the collection, compilation and interpretation of data, including development of thumbnails, design composition, layout, digital roughs, revised roughs, and final design.
- Logo design.
- Corporate identity package.
- Ad campaign synthesizing different images.
- Magazine format layout.
- Posters keyed to a specific community event.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

50

On-campus %

50

Lab Courses

How will the lab component of your course be differentiated from the lecture component of the course?

The lecture portion of the course will consist of readings and activities (e.g. brainstorming, thumbnails, critiques) that will build knowledge of the design process and graphic design principles. Students will be developing research, thumbnail sketches, digital roughs and final compositions during the lab component of the course.

From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?

Activities that involve the students designing projects will be specified as lab. The course will contain Canvas weekly assignments that require students to complete graphic design projects that achieve a particular goal.

How will you assess the online delivery of lab activities?

Lab activities will require students to upload files and input text and/or URLs for assignments.

Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?

n/a

If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.

n/a

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Timely feedback and return of student work as specified in the syllabus
Discussion forums with substantive instructor participation
Chat room/instant messaging
Regular virtual office hours
Private messages
Online quizzes and examinations
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
E-portfolios/blogs/wikis
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)
Teleconferencing
Telephone contact/voicemail

For hybrid courses:

Scheduled Face-to-Face group or individual meetings
Field trips
Library workshops
Orientation, study, and/or review sessions
Supplemental seminar or study sessions

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

There will be weekly discussions regarding topics related to graphic design with appropriate instructor participation. Students will create and upload assignments of their creation. These activities will receive appropriate instructor feedback.

If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

With hybrid courses, students will meet weekly for lecture, demonstrations and critiques.

Other Information

Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.

Allowing for other course delivery options, this change looks to future possibilities for the DDP program. In addition, it will help to serve current (over 40%) and future east valley DDP students due to the program move to the West Valley campus effective Fall 2019.

MIS Course Data

CIP Code

11.0803 - Computer Graphics.

TOP Code

061460 - Computer Graphics and Digital Imagery

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to both UC and CSU

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Approvals

Curriculum Committee Approval Date

11/05/2019

Academic Senate Approval Date

11/14/2019

Board of Trustees Approval Date

12/19/2019

Chancellor's Office Approval Date

1/07/2020

Course Control Number

CCC000254100

Programs referencing this courseDigital Design Production AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=126/>)Digital Design Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=127/>)General Business AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=190/>)