

# ART 158: COMMERCIAL GRAPHIC DESIGN

## Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2022
Credits:	3
Total Contact Hours:	108
Lecture Hours :	36
Lab Hours:	72
Hours Arranged:	0
Outside of Class Hours:	72
Strongly Recommended:	ART 111, ART 120 and ART 150.
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter, Pass/No Pass

## Catalog Course Description

Students will examine graphic design in advertising, corporate identity, video, billboards and print media. Utilizing Adobe Illustrator, PhotoShop and InDesign computer software. Students will apply principles of color theory, layout and typography to their design concepts preparing projects for commercial printing. Material fee. 36 lecture hours, 72 lab hours.

## Course Objectives

- discuss the role of graphic design and the designer in our contemporary society
- discuss a sense of purpose and value in the role of contemporary advertising
- use graphic design techniques that display evidence of comprehending structure and form
- exemplify a good work ethic through integrity of work, personal expression, and dependability
- develop pre-press production skills from sketches to comprehensive layout, making changes as necessary until a satisfactory solution has been achieved
- participate in critical analyses of class projects that include history, aesthetics, project limits, and client concerns
- discuss the use of computers and graphics software as a visual artist tool
- develop skills to have sufficient background in graphic media and concepts to advance to additional computer graphics courses

## Major Course Content

1. Introduction and Logo Design
  - a. Explanation of the elements and principles of art, and necessity of hand drawn art/design
  - b. Examination of the qualities of type fonts, their terminology and history
  - c. Font sensitivity, creativity and application guidelines
  - d. Presentation and client interaction guidelines and examples
  - e. The types of color (rgb and cmyk), where found and their applications

- f. Assign semester project to design individual font
  - g. Discuss research paper on designer or design movement
2. Adobe Illustrator
    - a. Demonstration of program software, properties and handout
    - b. Bitmap vs. vector based design and scanning
    - c. Marker comp layout guidelines
    - d. Demonstration of marker usage, and proper mounting and flapping procedure
  3. Application of Logo to Stationary Design
    - a. Delineation of informational criteria for business card, letterhead and envelop
  4. InDesign
    - a. Demonstration of program software, properties and handout
    - b. Discussion of file types and pagination for press
    - c. Explanation of various printing processes
  5. Brochure Design
    - a. Explanation of brochure folds and mailing panel regulations
  6. Adobe PhotoShop
    - a. Demonstration of program software, properties and handouts
    - b. Discussion of file types, image size and resolution of dpi to lpi
  7. CD/DVD Cover and Disc
    - a. Analysis of information included in design
    - b. Discussion of appropriate software applications
  8. Interaction of Art Media in Designing
    - a. Illustrator, PhotoShop and InDesign applications
    - b. Discuss advertising venues, press parameters, design occupations, and future direction
    - c. Presentation of storyboards, written and oral reports, individual fonts

## Lab Content

1. layout for each and every assignment
  - a. layout
  - b. thumbnails
  - c. research
  - d. scanning
  - e. comp layouts
2. design and computer pagination
  - a. scanning
  - b. rendering
  - c. retouching
  - d. pagination
  - e. print
  - f. mount
  - g. present
  - h. critique
  - i. corrections if required

## Suggested Reading Other Than Required Textbook

Adweek magazine Print magazine Communication Arts magazine

## **Examples of Required Writing Assignments**

Story board Graphic Designer Essay (2 pages) & Oral Presentation

## **Examples of Outside Assignments**

Research current graphic trends Analyze films for camera angles for storyboarding Begin/continue collection of 'scrap' reference materials

## **Instruction Type(s)**

Lecture, Lab, Online Education Lecture, Online Education Lab