**Course Description**
This course covers print design, layout, typography and related publishing concepts. It contains essentials of print design layout, typographic composition, font selection, scanning techniques and printing professional-looking publications.

**Major Units**
- Fundamentals of Graphic Design
- Planning Your Design
- Designing with Type
- Including drawings, graphics, photos and other images
- Putting it all together

**Educational/Course Outcomes**
Student learning will be assessed by a variety of methods, including, but not limited to, quizzes and tests, journals, essays, papers, projects, laboratory/clinical exercises and examinations, presentations, simulations, portfolios, homework assignments, and instructor observations.

**Cognitive**
Each student will be expected to Identify/Recognize...
- Graphic design terminology, techniques and features
- Steps involved in planning, creating, revising and printing of various design projects

**Performance**
Each student will be expected to Demonstrate/Practice...
Their ability to:
- plan, design, create, evaluate, modify, and print business related graphic design projects
- effectively use typography, font selection, color, layout, illustrations, graphics, photos and other images in creating various print materials

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