



### Course Information

Division	Business
Contact Hours	60 hours
Total Credits	4 credits

**Prerequisites** ENGL 090 and RDG 090 or qualifying scores on accepted placement tests

### Course Description

This course covers the fundamentals of designing informative, attractive and efficient designs. It includes design processes, techniques, color theory and typography as they relate to print, web and interactive designs.

**This course is a required core course for students pursuing a(n)  
AAS in Graphic Design**

### Program Outcomes Addressed by this Course:

Upon successful completion of this course, students should be able to meet the program outcomes listed below:

- Display technical knowledge and skills in drawing and composition by applying principles of design, color, visual space, layout, typography, and techniques to create effective visual communications.
- Communicate ideas, vision, and design strategy in a professional and articulate manner using visual, oral and/or written communication skills.

### Course Outcomes

In order to evidence success in this course, the students will be able to:

- Students will be expected to Identify/Recognize design terminology, techniques and features.
- Students will be expected to Identify/Recognize steps involved in planning, creating, revising and deployment of various design projects.  
*Applies To Program Outcome*
  - Display technical knowledge and skills in drawing and composition by applying principles of design, color, visual space, layout, typography, and techniques to create effective visual communications.
- Students will be expected to Demonstrate/Practice their ability to plan, design, create, evaluate, modify and deploy various design projects.  
*Applies To Program Outcome*
  - Display technical knowledge and skills in drawing and composition by applying principles of design, color, visual space, layout, typography, and techniques to create effective visual communications.
- Students will be expected to Demonstrate/Practice their ability to effectively use typography, font selection, color, layout, illustrations, graphics, photos, and other images in creating various design materials.  
*Applies To Program Outcome*
  - Communicate ideas, vision, and design strategy in a professional and articulate manner using visual, oral and/or written communication skills.