

CUMBERLAND COUNTY COLLEGE

Course: CG 201 Fundamentals of Graphic Design

Credits: 3

Prerequisites:

CG 102 – Computer Illustration

Description

Fundamentals of Graphic Design attempts to teach students the graphic design principles of concept, process and craft. Emphasis is on the relationship of type and image in creating meaning, as well as, research and exploration into mechanical production needed in solving and executing design problems. The assignments given are intended to expose students to various aspects of research, visualization, experimentation, production and critique. The course also examines the foundation and methodologies of fine arts (form, composition, color) and its relevance to graphic design.

Learning Outcomes

At the completion of this course, students should be able to:

- Utilize verbal and visual vocabulary to describe, generate and evaluate basic graphic design assignment.
- Develop visual problem solving & research skills (methodologies).
- Demonstrate an interest in crossing boundaries (taking on responsibilities, some or all, of content provider, writer, editor, image maker, producer) to generate projects.
- Apply technological skills and craft in executing solutions.
- Develop an understanding of image and type relationship in the process of producing messages or meaning.
- Develop an understanding of the visual process: concept, process and craft.
- Develop, identify and express (verbal, visual, written) a clear concept of their design.
- Create effective and appropriate visual solution in relation to the problem given.
- Implement the stages of the design process: concept, preliminary sketch, process and craft.
- Demonstrate proficient use of graphic tools and programs.
- Indicate an understanding of information hierarchy and its relationship to visual typographic choices.
- Research, use and create images, applying knowledge of stock photography and copyright issues.

Topical Outline:

- The design stages: concept, process, craft
- Brainstorming/thumbnails
- Sketching/layout

- Image research and cropping
- Formal compositions with image
- Images, symbols and meaning
- Logo design
- Size, scale, and letter spacing/tracking
- Typography: font choice, size, and hierarchy
- Formal composition with type
- Reinforcing meaning through type composition
- Editorial/magazine design
- Integration of work and image
- Information design (graphs/charts)
- Graphic Layout: Balance and organization

Required Texts and Other Materials

Graphic Communications Today by Ryan, William & Theodore Conover, 4th Edition: Cengage

Design Workshop by Williams, Robin & John Tollett, 2nd Edition: Peachpit Press/Pearson.

Student Assessment

The student's performance will be based on a portfolio containing the following components: Attendance and Class Projects, Homework Projects, Final Project.

Evaluation for this course will be based participation with intention to learn and produce significant work that will demonstrate the objectives of the course, as well as contribute to an increasingly interdisciplinary design field. A working understanding of concepts presented in class, designed responses to assignments, effectiveness and depth of process, active participation in critiques, workshops and discussions, craft and presentation all contribute to the final evaluation.

Academic Integrity

Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation.

Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense.

As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Available Resources

If you are having difficulty with work in this class, tutoring is available through the Success Center. If you think that you might have a learning disability, contact Project Assist at 856.691.8600, x1282 for information on assistance that can be provided to eligible students.

(List availability of open labs and/or writing center)

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) BEFORE withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.