

## CUMBERLAND COUNTY COLLEGE

**Course: CG 203 Communication Design**

**Credits: 3**

### **Description**

Communication Design applies the principles established in the Fundamentals of Graphic Design course, to generating a body of work geared towards a professional design portfolio in the areas of poster, publication, packaging and screen-based design. The class is developed for graphic design students to exercise conceptual and formal skills in producing intelligent (thought through), visual solutions to graphic design problems. Students are expected to have a competent level of computer and graphic literacy.

### **Prerequisite**

CG 201 Fundamentals of Graphic Design

### **Learning Outcomes**

Upon successful completion of the course, the student should be able to:

- Apply graphic design principles to complex design problems.
- Develop critical thinking skills.
- Develop a verbal and visual vocabulary to describe, generate and evaluate basic graphic design assignments.
- Demonstrate visual problem solving 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.
- Illustrate advanced technological skills in executing solutions.
- Exhibit high proficiency in the use of type and image.
- Demonstrate high proficiency and attention to craft and presentation.
- Identify and apply the stages of the design process: concept, process and craft.
- Complete multi-projects in a timely manner

### **Topical Outline**

- Overview/review of design process: Concept, Process and Craft  
Overview of the various areas of Communication/Graphic Design  
Type, image, concept and meaning  
Information hierarchy
- Issues with Poster design
- Issues with publication/editorial design  
Issues with designing Pamphlets
- Issues with designing a Newsletter  
Using metaphor/literal images to express meaning
- Issues with designing an Annual Report
- Issues with designing Book covers
- Issues with Product/packaging design  
CD Design

- Corporate Identity system
- Issues with Book design  
Issues with designing for the web
- Interface design

### **Required Texts and Other Materials**

Graphic Communications Today by Ryan, William & Theodore Conover, 4<sup>th</sup> Edition: Cengage.

Design Workshop by Williams, Robin & Tollett, John, 2<sup>nd</sup> Edition: Peach Pit Press.

### **Student Assessment**

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

### **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.