

## DES 131 Introduction to Graphic Design

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Credits: 4 | Lab hours: 2 | Lecture hours: 3 | Length of course: 11 weeks | Prerequisites: Enrollment into Design program

**Course description:** The purpose of this course is to introduce students to the terminology, process, and context of graphic design. Students will utilize traditional image making techniques and learn the language of graphic design for building communication and presentation skills.

### Course outcomes:

Upon completion of this course, students will be able to do the following:

- Present graphic design concepts and be able to communicate its specific terminology to express ideas
- Proceed from thumbnails to roughs to a comprehensive design
- Work with the gestalt principles of grouping, continuation, closure, and figure/ ground (positive/negative) in homework assignments
- Demonstrate proficiency of visual communication through use of abstraction and the visual dynamics of direction, symmetry and asymmetry, contrast, pattern, and composition
- Research, brainstorm ideas based off research and create a strategic solution to a communication challenge

### Website:

[http://www.momentumpress.com/Design\\_1](http://www.momentumpress.com/Design_1)

Suggested readings from the following books: Graphic Design Solutions, Robin Landa

Additional readings may be assigned each week.

**Weekly Topical Outline.** This weekly outline is subject to change at any time.

Week 1: The basic elements (dot, line, shape, pattern, texture) and principles (balance, emphasis, tension, rhythm) of graphic design.

Week 2: Terminology and language of design. Visual principles of gestalt.

Week 3: Visual Typography

Week 4: Brainstorming ideas.

Week 5: Sketching ideas and iterations to create comprehensive roughs.

Week 6: Critiques. Refining work.

Week 7: Creating a visual language for a larger system.

Week 8: Research

Week 9: Create strategic solutions to communication challenges based off of research.

Week 10: Presenting your work professionally.

Week 11: Final presentations.

### Grading and Attendance:

Three absences in one class will result in a 0.0 final grade. An absence will be recorded for every two tardies in a class.

Students doing other work in a class, unless approved by the instructor, will be considered absent from the class. Participation, professional attitude, performance and attendance are all factors that determine your grade. Assignments are due at the date and time specified. Late assignments will be accepted only by permission of the instructor. Assignments late for critique will not be included in the critique of the day.

### ADA Conformation:

Students with documented disabilities requesting class accommodations, requiring special arrangements in case of building evacuation, or have emergency medical information the instructor should know about are asked to contact the Disability Support Services office (DSS) in Room BE1112. Once the disability is verified with DSS you (student) will be given a letter of accommodation to be handed to your instructor for a signature.

Students who will be absent from course activities due to reasons of faith or conscience may seek reasonable accommodations so that grades are not impacted. Such requests must be made in writing within the first two weeks of the quarter.

Syllabus developed by Jill Vartenigian 9/19