DATE OF LAST REVIEW: 1/5/15
CIP CODE: 10.0303
SEMESTER: DEPARTMENTAL SYLLABUS
COURSE TITLE: Graphic Design: Print Media I
COURSE NUMBER: DIGI 0178
CREDIT HOURS: 3 hours - 6 studio (lab) hours
INSTRUCTOR: DEPARTMENTAL SYLLABUS
OFFICE LOCATION: DEPARTMENTAL SYLLABUS
OFFICE HOURS: DEPARTMENTAL SYLLABUS
TELEPHONE: DEPARTMENTAL SYLLABUS
PREREQUISITES: DIGI 0115 Beg. Photoshop
EMAIL: DEPARTMENTAL SYLLABUS
KCKCC-issued email accounts are the official means for electronically communicating with our students.

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, http://www.kckccbookstore.com/, for the required texts for your particular class.

COURSE DESCRIPTION:
This course is an introduction of techniques and information for graphic design focusing on print media. This course stresses creative development with sections on the history of graphic design, the design process, text and typography, layout, advertising design and electronic prepress.

METHOD OF INSTRUCTION: A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE:
I. Applying the Art of Design
   A. Principles and Practices
   B. The Design Process
   C. Design Careers
II. Graphic Design History
   A. Beginning to Modernism
   B. Abstract and figurative Movements
   C. American Design
   D. New Technologies

III. Perception and Balance
   A. Figure Ground
   B. Shape
   C. Visual Unity
   D. Visual Dynamics
   E. Balance

IV. Gestalt
   A. Gestalt Principles
   B. Trademarks
   C. Functions

V. Typography
   A. Development of Written Communication
   B. Type Categories and Families

VI. Layout
   A. Grid layout
   B. Path layout
   C. Multi-panel design

VII. Illustration and Photography in Design
   A. Types of Illustration
   B. Advertising and editorial illustration
   C. Designer/photographer
   D. Reference materials

VIII. Advertising design
   A. Types of advertising
   B. Corporate Identity

EXPECTED LEARNER OUTCOMES:
At the conclusion of this course the student will:
   A. Have an introductory understanding of the profession, history, and terminology of graphic design.
   B. Be able to apply elements of design, such as color theory, composition, and principles of design to visual communications and graphics projects.
   C. Be able to identify type faces, and how to use them effectively in graphic design.
   D. Be familiar with different methods of printing for graphic communication.
   E. Be able to analyze graphic design pieces and verbalize their design decisions.
   F. Be able to define and utilize proper terminology specific to the printing industry.

COURSE COMPETENCIES:
The student will have an introductory understanding of the profession, history, and terminology of graphic design.

1. The student will discuss the history of graphic design both verbally and in class writings, with special attention to late 20th century developments in graphic design.
2. The student will compare in writing various career paths in graphic design.
3. The student will use graphic design terminology and vocabulary in class discussions and class writings.
4. The student will keep a design sketch book which will be available to the instructor. 
   The student will be able to apply elements of design, such as color theory and composition and principles of design to visual communications and graphics projects.
5. The student will create a series of graphic designs which demonstrate color theory principles.
6. The student will incorporate in his/her work design principles using formal reference.
7. The student will incorporate in his/her work design principles using touching, overlapping and cropping of forms.
8. The student will incorporate in his/her work design principles of illusory space.
9. The student will incorporate in his/her work design principles contrast of elements in terms of space; directions; space and position; and the dynamics of negative-positive space.
10. The student will create a series of graphic images which demonstrate good production methods for prepress.
11. The student will create series of graphic images that demonstrate various formats for printing such as duotone as well as four color process.
   The student will be able to identify type face and how to use them effectively in graphic design.
12. The student will create a series of graphic designs which demonstrate typographic theories and principles.
13. The student will incorporate in his/her work typographic principles of Visual harmony, visual hierarchy, and proximity.
14. The student will incorporate in his/her work typographic principles of similarity grouping, and focal points.
15. The student will demonstrate a working knowledge of typographic vocabulary. 
   The student will be familiar with different methods of printing for graphic communication and describe print production considerations.
16. The student will identify major stages in production cycles for printing of graphic materials.
17. The student will discuss the digital prepress process in writing. 
18. The student will demonstrate a knowledge of the terminology of printing technology. 
   The student will be able to analyze graphic design pieces and verbalize design decisions.
19. The student will analyze graphic designs both verbally and in writing, for content, communication, creative choices, and compositional form.
20. The student will employ appropriate graphic design vocabulary in verbal and written communication in class.
   The student will be able to define and utilize proper terminology specific to the printing industry.
21. The student will demonstrate the proper use of terminology specific to desktop publishing.
22. The student will demonstrate the proper use of terminology specific to digital prepress functions.
23. The student will demonstrate the proper use of terminology specific to professional offset press printing operations.
ASSESSMENT OF LEARNER OUTCOMES:
Student progress is evaluated by means that include, but are not limited to, exams, written assignments, and class participation.

SPECIAL NOTES:
This Syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student’s progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding.

Kansas City Kansas Community College offers equal educational opportunity to all students as well as serving as an equal opportunity employer for all personnel. Various laws, including Title IX of the Educational amendments of 1972, require the college’s policy on non-discrimination be administered without regard to race, color, age, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.

Kansas City Kansas Community College complies with the Americans with Disabilities Act. If you need accommodations due to a documented disability, please contact the Director of the Academic Resource Center, in Rm. 3354 or call at: 288-7670.
KANSAS CITY KANSAS COMMUNITY COLLEGE

COMPETENCY INDEX

Course Number/Section/Title: _____________________________________________________

Student Name: ___________________________ Student Number: __________________

Instructor: ____________________________ Division: ____________________________

RATING SCALE for Competency Achievement

4 Superior
3 Good
2 Average
1 Inferior
0 Failure
NA Not Addressed

DIRECTIONS:
Evaluate the student by checking or highlighting the appropriate number to indicate the degree of competency achieved.

COMPETENCIES:

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**FOR AUDITOR’S USE ONLY:**

Instructors: Please check one of the following:

_____ I certify that the student completed the course and the competencies as indicated.  
(Select for all students receiving a grade of A, B, C, D, F)

_____ I certify that the student completed 25% of the course competencies, as indicated.  
(Select only if a “W” is indicated on the grade roster AND the student completed 25% of the competencies)

_____ I certify that the student did not complete 25% of the course competencies.

Instructor Signature: _________________________________________________________