

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY ART 218 – GRAPHIC DESIGN II (3 CR.)

Course Description

Builds on the studies completed in Graphic Design I. Teaches advanced problem-solving skills, concept development and project management. Applies intermediate level production techniques to 2D and 3D graphic design using current technologies and principles of pre-press production. Part II of II. Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.

General Course Purpose

Graphic Design II is an advanced course where creative concepts in graphic design are incorporated, specifically from the point of view of using current technology as the primary production tool. Incorporates applied studio solutions to a variety of 2D and 3D graphic design including typography and imagery.

Course Prerequisites/Corequisites

Prerequisites: ART 140, ART 141 and ART 217.

Course Objectives

Upon successful completion of this course, students will be able to:

- a) Apply advanced creative concepts as they relate to 2D and 3D graphic design
- b) Use intermediate-level production and design skills using current technologies
- c) Create comprehensive final projects for portfolio-level work
- d) Examine ethical issues concerning design and production
- e) Apply well-developed project management skills
- f) Discuss current design issues and trends
- g) Utilize intermediate production techniques

Major Topics to be Included

- a) Research for a comprehensive, multi-faceted design project
- b) Concept development and critical thinking needed for unique solutions to design problems
- c) Production techniques for 2D and 3D design
- d) Advanced use of typography and imagery to communicate to specific audiences
- e) Professionalism as applied to critiques, presentation and teamwork
- f) Understanding advanced terminology and concepts used within the field of graphic design
- g) Written proposals and creative briefs for project documentation
- h) Correct file preparation and formats for various output devices
- i) Formal presentation and critiques of comprehensive project