

## **NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY ART 251 – COMMUNICATION DESIGN I (3 CR.)**

### **Course Description**

Studies the principles of visual communications as applied to advertising in newspapers, magazines, direct mail advertising, house organs, etc. Analyzes the influence of contemporary art on design. Part I of II. Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.

### **General Course Purpose**

This course is designed to provide the students the necessary knowledge for successful digital imaging and design composition within the visual communications field. It will explore design concepts that are relevant to image creation and document layout, as well as the current tools and technologies needed to accomplish this.

### **Course Prerequisites/Corequisites**

None.

### **Course Objectives**

Upon completing the course, the student will be able to:

- a) Integrate design principles into visual communication projects
- b) Apply the fundamentals of current industry standard software
- c) Prepare digital files based on industry standards
- d) Produce digital imagery for visual communication
- e) Differentiate between raster and vector graphics
- f) Assemble digital files using appropriate technologies
- g) Utilize digital files for appropriate output
- h) Support critical critiques during class
- i) Design digital compositions

### **Major Topics to be Included**

- a) Communicating with digital compositions
- b) Creation and editing software
- c) Color management
- d) Composition techniques
- e) Web preparation
- f) Print preparation
- g) Digital image composition
- h) Image source options