NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
ART 217 – GRAPHIC DESIGN I (3 CR.)

Course Description

Focuses on creative concepts and skills necessary for graphic design problem solving using current technology. Includes techniques specific to computer applications for the production of print design using text and image. Part I of II. Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.

General Course Purpose

Graphic Design I 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 for print design. Incorporates applied studio solutions to a variety of problems including typography and imagery. Recommended for students pursuing careers in graphic design.

Course Prerequisites/Corequisites

Prerequisite: ART 140.

Course Objectives

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

a) Conceive and design identity systems, brochures, and other collateral material
b) Produce print designs using current technologies and software
c) Research and obtain stock imagery, fonts, and paper used for print design
d) Work in teams and deal with team dynamics
e) Prepare files in basic imposition for outputting documents to a printer
f) Research and understand how to communicate to different audiences through design
g) Utilize basic production techniques

Major Topics to be Included

a) Basic concepts in developing print collateral
b) The proper use of color modes in design
c) The use of proper file formats and correct file structure
d) Professionalism as applied to critiques, presentation and teamwork
e) The terminology used within the field of graphic design
f) Basic elements of an identity system (logo, business card, letterhead and envelope)
g) The importance of professionalism and high-quality craftsmanship
h) Basic elements of a professional brochure including binding and folding techniques
i) Basic imposition of files for outputting documents to a printer
j) Basic knowledge of purchasing stock images and fonts
k) Basic knowledge of selecting and acquiring paper samples