

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
ART 280 – GRAPHIC DESIGN FOR STUDIO ARTS (3 CR.)**

Course Description

Introduces digital tools, software, and techniques used by visual artists and design professionals to create day-to-day business forms, documents and self-promotional material. Explores the fundamental principles of layout and design that govern the use of image, type and color. Presents professional standards and practices used for organizing, archiving, printing and presenting their work. Lecture 2 hours per week. Laboratory 3 hours per week.

General Course Purpose

To teach studio artist / students about graphic design principles, techniques and industry software so that they may be more self-sufficient in creating the necessary self-promotion materials they will need to survive in today's competitive market.

Course Prerequisites/Corequisites

Prerequisite: ART 131 and PHT 101

Course Objectives

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

- Design business forms, documents and self-promotional material, using Illustrator and InDesign
- Exhibit a working knowledge of professional workflow practices to include organizing source material, file naming and archiving
- Process, retouch, and edit photographs for use in studio documents
- Prepare and optimize correct file formats for various outputs
- Use Acrobat to create and modify PDFs
- Create a portfolio of artwork to be used for transfer applications

Major Topics to be Included

- Professional workflow - from start to finish
- Review of Photoshop CS4 and Introduction to InDesign, Illustrator and Acrobat
- Digital storage and archiving methods for Photoshop, Illustrator, InDesign and Acrobat files
- Review of color theory
- Review of the use of type in design
- Design of documents combining images and text for print and online use
- File optimization and output's publishing requirements for print and online
- Inkjet printing methods and techniques