

Minnesota State University Moorhead

GCOM 152: Design for Graphic Communications I

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This class is the first in a series of two that will lead the student through exercises aimed at developing basic design and aesthetic skills needed by graphic communicators. The course will be broken into three distinct areas: developing one's creative processes, working with type and images, and creating visually appealing graphics.

B. COURSE EFFECTIVE DATES: 04/12/2004 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Lower division course leading the student through exercises aimed at developing basic design and aesthetic skills needed by graphic communicators. There are three distinct areas: creative processes, typography and images, and creating visually appealing graphics. Topics will be taught and applied in a traditional approach with a specific emphasis on how they relate to current technology. NOTE: There will be NO use of computer: in this class, except for In the case of written papers and research.

D. LEARNING OUTCOMES (General)

1. Define the graphic design industry.
2. Explore creative problem-solving, conceptualizing and brainstorming concepts.
3. Understand, identify and utilize the elements and principles of design.
4. Apply basic sketching skills to create design roughs.
5. Understand and utilize color theory.
6. Understand and utilize typography.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted