

## **ARTD 144**

### **Graphic Design I**

3 Credits Credit breakdown: (2 hours lecture, 3 hours lab)

Community College of Baltimore County  
Common Course Outline

#### **Description**

**ARTD 144 – Graphic Design I:** is a course that focuses on developing skills in visual communications to create effective design solutions. Students explore the techniques and tools of graphic design including the Gestalt principles, type specification, grid systems, layout software, type and image integration, and creative visual problem solving.

**Pre-requisites:** ARTD 116 or permission of the program coordinator

**Co-requisites:** ARTD 142 or permission of the program coordinator

#### **Overall Course Objectives**

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

1. use the design process to develop ideas into design solutions;
2. use visual and historical research to aid the design process;
3. identify how type elements and characteristics affect layout;
4. select typefaces to match design style;
5. construct grid structures to establish layout organization;
6. employ the Gestalt principles in designing layouts;
7. assemble assets for layouts;
8. use layout software to create designs for print or screen;
9. design single and multi-page documents;
10. develop critical skills in effectively integrating type and image;
11. recognize copyright issues for designers;
12. identify graphic design movements; and
13. compare and contrast past and present design styles.

#### **Major Topics**

- I. The design process
  - a. Identify the problem or need
  - b. Research
  - c. Thumbnails
  - d. Rough comprehensives
  - e. Finished comprehensives
  - f. Publication
- II. Type elements and characteristics
  - a. Connotations and implied meanings
  - b. Basic typesetting
    - i. Leading

The Common Course Outline (CCO) determines the essential nature of each course.

For more information, see your professor's syllabus.

- ii. Tracking
  - iii. Kerning
  - iv. Paragraph alignment
- III. Acquiring assets
  - a. Stock imagery
  - b. Vector and bitmap graphics
  - c. Resolution
- IV. Layout software
  - a. File organization
  - b. Linked files
  - c. Parent pages and templates
  - d. Files formats for output
  - e. Paragraph typesetting
  - f. Stylesheets
- V. Pre-press file preparation
  - a. Bleeds
  - b. Crop marks
  - c. Font files
  - d. Color settings
  - e. Collect for output
- VI. Gestalt principles
  - a. Contrast
  - b. Repetition
  - c. Alignment
  - d. Proximity
  - e. Closure
- VII. Copyright Issues
  - a. Ownership and rights transferred
  - b. Photo releases
  - c. Font and image licenses
- VIII. Grid structures
  - a. Column grids
  - b. Modular grids
  - c. Breaking grids
- IX. Design movements and styles
  - a. Major movements (20th-21st Century)
  - b. Design trends
- X. Methods for analyzing design
  - a. Critiquing work for effective communication
  - b. Critiquing work for design creativity
  - c. Presenting your work

### **Course Requirements**

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- three major projects
- six design exercises

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Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

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