

ARTD 232

Graphic Design II

3 Credits: (2 hours lectures, 3 hours lab)

Community College of Baltimore County
Common Course Outline

Description

ARTD 232 – Graphic Design II: is a course that focuses on how to plan and execute designs for a variety of products and services. Assignments are based on professional case studies and stress exploration of design ideas and methods. Students craft and deliver advanced design concepts and visual messages.

Pre-requisites: ARTD 144 or permission of program coordinator.

Overall Course Objectives

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

1. create cohesive campaign materials;
2. create effective branding;
3. prepare project proofs of concept;
4. present a pitch based on a design problem;
5. identify professional practices;
6. identify paths to careers in the field;
7. explore alternative methods for creating effective design solutions;
8. conduct effective research for design projects;
9. defend design concepts; and
10. generate design solutions within client constraints.

Major Topics

- I. Campaigns
 - a. Multi-page cohesive design
 - b. Consistency of design elements
 - c. Design structure
 - d. Concept driven designs
 - e. Harmonious type and imagery
- II. Branding
 - a. Consistent themes across collateral
 - b. Identity
 - c. Logo development
 - d. Consumer culture
- III. Design Solutions
 - a. Form vs. function
 - b. Economy of space
 - c. Delivery formats
- IV. Design concepts

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

For more information, see your professor's syllabus.

- a. Audience impact
- b. Research, client, and target audience
- c. Complex concepts
- V. Business of Design
 - a. Fees
 - b. Estimates and bids
 - c. Proposals
 - d. Client relationships
 - e. Professional communications
 - f. Resume and portfolio
- VI. Presentation
 - a. Design language
 - b. Selling and pitching
 - c. Professional appeal

Course Requirements

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

- three advanced projects utilizing the design process and conceptual development that would be appropriate for a graphic design transfer and/or professional portfolio.

Date Revised: 11/21/2023

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