Modesto Junior College  
Course Outline of Record  
CGR 230

I.  **OVERVIEW**  
The following information will appear in the 2011 - 2012 catalog

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<tr>
<th>CGR 230</th>
<th>Graphic Design</th>
<th>3 Units</th>
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**Recommended for Success**: Before enrolling in this course, students are strongly advised to satisfactorily complete ART 120 and satisfactorily complete CGR 211 and satisfactorily complete CGR 224.

Introduces students to graphic design as a form of visual communication through the use of type, image, form, and color. Projects explore design processes in two dimensions, visual identity and communication, creative problem solving, and basic design practices.

Field trips might be required.  
Transfer: (CSU) General Education: (MJC-GE: Activities)

II.  **LEARNING CONTEXT**  
Given the following learning context, the student who satisfactorily completes this course should be able to achieve the goals specified in Section III, Desired Learning:

A.  **COURSE CONTENT**

1. **Required Content:**

   The development of each unit will give the student the necessary foundation to develop successful visual solutions to common design assignments.

   A. Apply the Art of Design

      1. What are design/values and fields
      2. The design process
         a. research
         b. thumbnail
         c. comprehensive
         d. presentation
      3. History-prehistoric to figurative movement to the future

   B. Gestalt Theory in its Application to the Field of Design

      1. Gestalt Principles
         a. similarity
         b. proximity
         c. continuation
         d. closure
         e. figure/grounds
      2. Trademarks
         a. function
         b. making "marks"
C. Use of Typography as a Design Element
   1. Type categories
   2. Type families
   3. Selection
      a. size
      b. line length
      c. style
      d. leading
      e. spacing
      f. format

D. Layout
   1. Grid layout
   2. No Grid
   3. Path layout
   4. Photograph in layout

*E Advertising Design
   1. Types of advertising
      a. television
      b. newspaper
      c. direct mail
   2. Corporate identity

F. Photograph in Design
   1. Photograph as communication
   2. Art as related to design
      a. product
      b. corporate
      c. editorial
      d. photo journalism
      e. portrait

G. Illustration in Design
   1. Types of illustration
      a. advertising
      b. editorial
      c. book

H. Computer graphics/the role of the new tool as it applies to the visual communicator

I. Tools and Equipment
   1. The designer's tools
      a. papers and boards
      b. measure, drawing and cutting tools
c. drawing instruments
d. liquid media
e. adhesive/tapes/and mounting methods
f. furniture

2. the designer's equipment
   a. enlarging and reduction cameras
   b. typesetting equipment
   c. computer hardware and software

*J. Graphic Design and significant graphic designers
   1. 1960-present graphic designs
   2. Designers
      a. important graphic designers
      b. trends
c. office structures
d. attitudes towards graphic design

K. Typography
   1. Used as a design element
   2. Appropriateness of use
   3. Experimental design solutions
   4. The message and its importance

L. Corporate Identity
   1. Past to present
   2. Importance of image for both the large and small business
   3. The creation of a "mark"
   4. Application of the "mark"

M. Layout
   1. Importance of figure/ground
   2. Good and bad balance
   3. Grid vs. non-grid

N. Opportunities in the field of visual communication
   1. Graphic Design vs. Advertising
      a. ad agencies
      b. design studios
      c. art director, account executive, designer
         1. paste-up artist
         2. commercial photography
         3. illustration
         4. copywriter
         5. publication design
         6. newspaper
7. TV/Radio
8. computer technology
9. package design

O. Printer
1. Production knowledge
2. Relationship
3. Presses
4. Inks
5. Dies-embossing/foil

P. Paper
1. Importance on design
2. Samples
3. Paper merchant

2. **Required Lab Content:**

a. Surf the web to the AIGA.org (American Institute of Graphic Arts) site listed in Research Links (as demo in class). Locate the Design Archives section, and select your favorite winner in each of three design categories. Present these to the class, explaining why you made these choices.

b. Research the history of a well known logo.

c. Create a logo using the principles of Figure-Ground. Use your name initials to design your logo based on a Reversible Figure-Ground.

d. Identify shapes to create a distinctive figure by drawing a self portrait.

e. Make a symmetrically balanced collage using only circles, triangles and/or rectangles.

f. Make an asymmetrically balanced collage using only circles, triangles and/or rectangles.

g. As a member of a graphic design team that creates logos/trademarks for companies. Your agency has been given the task of designing logos and company names for a newly organized company. You, as a member of the design team, must develop a logo for their company.

h. Create an integrated identity program for your assigned business. The combination mark has been previously already designed.

i. Find in newspapers and/or magazines 3 different ads that reflect the good use of typography and design concepts.

j. Choose the content of any online newspaper articles (make sure it’s an extended content) and select a visual and conceptual theme appropriate to your story. Incorporate original imagery and create a four page layout with a grid structure.

k. Create a series of color swatches in an analogous color scheme. Create a second series of color swatches in a split complementary color scheme. Choose one of the color schemes and manipulate tone and value for an attractive effect. Put a color scheme into a single overall design. Then repeat the design three times, using a different color scheme in each.

B. **ENROLLMENT RESTRICTIONS**
1. **Advisories**

Before enrolling in this course, students are strongly advised to satisfactorily complete ART 120 and satisfactorily complete CGR 211 and satisfactorily complete CGR 224.

2. **Requisite Skills**

*Before entering the course, the student will be able to:*

a. Use spot colors correctly in Illustrator, format type, create graphics using draw tools, utilize gradient mesh, use filters and special effects, use layers, trap, save files in the appropriate file formats.

b. Demonstrate traditional art, drawing skills needed to create illustrations for design, and use a variety of mediums; excellent understanding of color and shading.

c. Layout copy using pagelayout software (InDesign)

3. **HOURS AND UNITS**

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<thead>
<tr>
<th>INST METHOD</th>
<th>TERM HOURS</th>
<th>UNITS</th>
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<tbody>
<tr>
<td>Lect</td>
<td>36</td>
<td>2.00</td>
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<tr>
<td>Lab</td>
<td>54</td>
<td>1.00</td>
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<tr>
<td>Disc</td>
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4. **METHODS OF INSTRUCTION (TYPICAL)**

*Instructors of the course might conduct the course using the following method:*

1. Related material will be presented through designated class lecture and studio demonstration.

2. Audio visual presentations will augment lecture. a. film b. slides c. video

3. Guest designers, printers, illustrators and other professionals related to the field of visual communication.

4. Organized studio time follows each verbal/visual presentation to allow student time to implement concepts and visually portray their ideas.

5. **ASSIGNMENTS (TYPICAL)**

1. **EVIDENCE OF APPROPRIATE WORKLOAD FOR COURSE UNITS**

*Time spent on coursework in addition to hours of instruction (lecture hours)*

1. Weekly reading to support the weekly lab assignments to solve a wide variety of design problems.

2. Monthly quizzes also from reading and lecture.

3. A presentation on a history of a well known logo.

4. Lab evaluations of how students completed their work on labs that required layout and design in various applications.

2. **EVIDENCE OF CRITICAL THINKING**

*Assignments require the appropriate level of critical thinking*

1. Completing the projects each week requires critical thinking and using the skills learned in the chapter to create the projects using design skills.

2. Students completing the lessons each week in their assigned chapters.

3. Create a presentation of the history of a well known logo.
4. Typical exam question: What is the difference between CMYK and RGB?

5. Mid assignments require the students to create a design for a business system: Letterhead, Envelope and Business card.

F. TEXTS AND OTHER READINGS (TYPICAL)

III. DESIRED LEARNING

A. COURSE GOAL
As a result of satisfactory completion of this course, the student should be prepared to:

understand the basic principles of design and perception, and their use in graphic design; understand the development of basic typographical and layout concepts; understand common graphic design software and its usage, and digital hardware as it relates to graphic design; and take a client's ideas and turn them into a finished design piece meeting the client's needs.

B. STUDENT LEARNING GOALS
Mastery of the following learning goals will enable the student to achieve the overall course goal.

1. Required Learning Goals
Upon satisfactory completion of this course, the student will be able to:

a. Employ methods used by designers to solve visual communication problems.

b. Identify the relationship between figure and ground as it applies to a two dimensional orientation.

c. Identify the appropriate materials used in graphic design techniques and application.

d. Explain the qualities of successful visual communication solutions.

e. Discuss the importance of typography as an essential design tool.

f. Employ methods used by designers to simplify complex visual statements and ideas and to effectively communicate to a mass audience.

g. Use the tools and concepts of the visual communicator to creatively solve the challenges of graphic design assignments, the effective application of these skills will aid the student in successful understanding of the roles of the client, printer, and the designer.

h. Compile experiences, which stimulate creative thinking and strengthen acquired skills.

i. Understand the history of some of the known logos and marks in our society, and how the creative process of those logos have defined many of the most recognizable products and services today.

j. Understand the importance of the arrangement of shapes in Graphic Design, as well as how Shape occurs in both figure and ground.

k. Learn to apply gestalt unit-forming principles to multiple-panel layout design.

l. Develop an eye for the variety of choices possible when working with typography.

m. Integrate type with image in a path and grid layout

n. Use color to express a mood appropriate to an image.
o. Control color and learn more about it by using different models and creating variants of tint, tone, and shade.

p. Strive to create an illustration that communicates a concept visually, without dependence on words.

q. Analyze the qualities of successful graphic design pieces.

r. Identify the relationship between traditional and non traditional layouts used to design brochures, annual reports, promotional materials, etc.

s. Analyze the qualities of successful trademarks and business systems used for both large and small corporations.

t. Identify the importance of production skills and designer/printer relationship.

u. Analyze the qualities of successful client/designer working relationship through research and experience.

2. Lab Learning Goals

Upon satisfactory completion of the lab portion of this course, the student will be able to:

a. Gain inspiration and insight into the present and future of graphic design, as well as find own solutions to design problems.

b. Manipulate tools in vector and pixel based applications.

c. Research for inspirational solutions in periodicals, libraries and the Internet.

IV. METHODS OF ASSESSMENT (TYPICAL)

A. FORMATIVE ASSESSMENT

1. Individual design assignments are given throughout the semester. The following criteria are used for evaluation:
   1. Evidence of learning expressed by increased competence in design skills.
   2. Inclusion of individual creative solutions to common group problems.
   3. Examinations and quizzes.
   4. Manner of presentation of work.

2. A written critique and grade given for each project.

3. Examination and quizzes to demonstrate the understanding of objective course material.

B. SUMMATIVE ASSESSMENT

1. Final

2. Mid Term

3. Final Design Project