

ART 2373: Graphic Design 2

Catalogue Description:

Projects focus on the development of logos, pictography, symbols and conceptual symbolism. Ideas are visualized through traditional and computer techniques. The course will emphasize using Adobe software on the Macintosh computer.

Prerequisites:

ART 2363: Graphic Design 1

Credit hours/Contact hours/Load hours:

3 / 6 / 4^{2/3}

Target Audience & Transfer:

Designed for students completing the requirements for the two-year NWACC Associate of Applied Science degree in Graphic Design, or experienced digital designers needing current knowledge.

General Course Outcomes:

Students completing this course will be able to:

Knowledge:

1. Demonstrate a thorough knowledge of *Adobe Illustrator* and *Adobe Photoshop*.
2. Demonstrate knowledge of using symbolism within various designs.

Critical Thinking:

3. Critique work not only for skill and technique, but also for its application and use of symbolism.

Required Text(s):

Graphic Design Basics, Amy Arntson

Logo Design Workbook and additional texts as needed

Topics:

The history of symbols in different cultures around the world, modern symbolism, applying symbolism to design

Required Methods of Instruction:

Primarily lecture, visual aids, demonstrations, and studio work. Areas covered must include signs, symbols, & pictographs, thumbnails and developing ideas, presentations and critiques, and some discussion of printing and pre-press. Methods must include visual demonstrations, classroom discussions, studio work, presentation, and critiques with a focus on "real-world" situations.

Resources:

Art and Graphic Design Magazines, Books and Videos - NWACC Library
Information on design -Internet -NWACC computer labs