

ART 1313: Design 1

Catalogue Description:

Students in this course learn to use the elements and principles of design as a basis for all creative work in the visual arts. Students are introduced to the vocabulary of design as well as the use of the computer as a design tool. This course must be taken before any Graphic Design course.

Prerequisites:

None

Credit hours/Contact hours/Load hours:

3 / 6 / 4^{2/3}

Target Audience & Transfer:

Designed for students working toward degrees in art and design fields. These students could be transferring to art or design programs of colleges or universities, completing the requirements for the Associate of Applied Science degree in graphic design from NWACC, or working toward a related degree at NWACC. Successful completion of this course should prepare students for further study in the fields of art and design. ART 1313 will transfer to the University of Arkansas as ARTS 1313 Design 1.

General Course Outcomes:

Students completing this course will be able to:

Knowledge:

1. Demonstrate a working knowledge of the current graphic design software, including *Adobe Illustrator* and *Adobe Photoshop*.
2. Demonstrate a familiarity with the vocabulary of design

Critical Thinking:

2. Demonstrate abstract thinking and creativity through design.
3. Research information on clients, products, styles, etc. and then apply that research to their designs.
4. Critique work not only for skill and technique, but also for its application.

Academic Skills

6. Understand and use the computer as a design tool, including Macintosh operating system, *Adobe Illustrator* and *Adobe Photoshop*.

Required Text(s):

Professional Portfolio Adobe Illustrator - Against the Clock (most recent versions of each)

Topics:

Design Basics, Thomson Wadsworth Publishing

Required Methods of Instruction:

Primarily lecture, visual aids, demonstrations, and studio work. Areas covered must include instruction on the use of *Adobe Illustrator* and *Adobe Photoshop*, art history, individual artists and movements, design vocabulary, discussions and critiques. Methods must include visual demonstrations, classroom discussions, studio work, presentation, and critiques with a focus on learning design basics and software use.

Resources:

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