

NorthWest Arkansas Community College
Division of Communication and Arts
Graphic Design Department

Course Number and Title

ART 1313, Design I

Catalog 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

3/6/4.67

Target Audience/Transferability

Designed for art students transferring to art and design programs of four year colleges and working toward a bachelor degree in art or design, or for students completing the art requirements for the two year NWACC Associate of Applied Science degree in Graphic Design. This course is a core requirement on the Certificate of Proficiency and Technical Certificate in Graphic Design, the Certificate of Proficiency and Technical Certificate in Media, the Certificate of Proficiency in Cinematic Studies, and the Associate of Fine Arts 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 I. ART 1313 will transfer to the University of Arkansas as only part of the total requirements for Studio Foundations I and II. The following classes will transfer as a group for both of University of Arkansas' Studio Foundations' blocks: Creative Thinking and Practice (ARHS 1013), Drawing I (ART 1303), Design I (ART 1313) OR 2D Design (ART 1333), 3D Design (ART 1323), Computer Applications for Fine Art (ART 2313), Color Theory (ART 2343) OR Color Studies (ART 2333), and 3D Animation (ART 2273). Students interested in transferring to the University of Arkansas' School of Art, should contact the Assistant Director of Academic Advising at the J. William Fulbright College of Arts & Sciences at the University of Arkansas for help with transfer of credits from NWACC.

Student Learning Outcomes

Students completing this course will:

- Demonstrate a working knowledge of the current design software and the computer as a design tool.
- Demonstrate the ability to express ideas and concepts, both subtle and complex, using relevant design terminology, both orally and through writing.
- Effectively engage in research.
- Develop an understanding of design elements and principles and how to effectively apply them.
- Demonstrate professional standards of craft and skill using design tools.

- Learn to critique and evaluate works of art and design projects.

Topics

Subjects will be chosen from (but not limited to) the following:

- Art and design history
- Principles of art and design
- Elements of art
- Software use (Adobe Illustrator and Photoshop)
- Computer OS, file formats, and organization
- Presentations and critiques
- Physical craft of presentation (cutting & mounting)