

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

**Course Number and Title**

ART 2363, Graphic Design I

**Catalog Description**

This course is an involved study of the principles and techniques of graphic design as applied to exercises and projects representative of the advertising and promotional world. Students enrolling in this course must have a strong knowledge of Adobe Illustrator that can be gained in ART 1313.

**Prerequisites**

ART 1303: Drawing I and ART 1313: Design I (MUST be NWACC Design I) or consent of instructor

**Credit hours/Contact hours/Load hours**

3 / 6 / 4.67

**Target Audience & Transfer**

Designed for students completing the requirements for the two-year NWACC Associate of Applied Science degree in Graphic Design, and students interested in transferring this course to a four-year degree in art or graphic design.

**General Course Outcomes**

Students completing this course will be able to:

**Knowledge**

- Demonstrate a working knowledge of the current graphic design software, including Adobe Illustrator, Adobe Photoshop, and Adobe InDesign.

**Critical Thinking**

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

**Required Text(s)**

Graphic Design Basics, Amy Arntson and additional texts as needed

**Topics**

Design tools, Use of Type, Gestalt, Figure and Ground, Visual Dynamics, Layout

**Required Methods of Instruction**

Primarily lecture, visual aids, demonstrations, and studio work. Areas covered must include instruction on the use of Adobe Illustrator (in even more detail than Design 1), Adobe Photoshop, and Adobe InDesign, thumbnails and developing ideas, use of type, 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