

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

Course Number and Title

ART 2373, Graphic Design 2: Symbols

Catalog Description

This course focuses on the development of logos, pictographs, symbols and conceptual symbolism. Projects are realized through traditional and digital techniques. The course emphasizes the use of several field standard software packages.

Prerequisites

ART 2363

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, or experienced digital designers needing current knowledge.

General Course Outcomes

Students completing this course will be able to:

Knowledge:

- Demonstrate a thorough knowledge of Adobe Illustrator and Adobe Photoshop.
- Demonstrate knowledge of using symbolism within various designs.

Critical Thinking:

- 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