Northwest Arkansas Community College
(Communication and Arts Division)

Discipline Code
ART

Course Number
2373

Course Title
Graphic Design II: Symbols

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

Prerequisites
ART 2363 with a grade of C or better.

Credit Hours
3 credit hours

Contact Hours
30 lecture contact hours; 60 lab contact hours

Load Hours
4.67 load hours

Semester Offered
Fall and Spring

ACTS Equivalent
N/A

Grade Mode
A-F

Learning Outcomes
Students completing this course will be able to:
- Demonstrate a thorough knowledge of the current graphic design software, including Adobe Illustrator, Photoshop, and InDesign.
- Demonstrate abstract thinking and creativity through design.
- Demonstrate the use of symbolism within various design projects.

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

General Education Outcomes Supported
- Students develop higher order thinking skills.
- Students develop effective oral communication skills.
- Students will demonstrate technological fluency.

Standard Practices
Topics List
- Adobe InDesign tools
- Layout techniques
- Pre-press for various situations

Learning Activities
Required Methods of Instruction
Primarily lecture, visual aids, demonstrations, and studio work, but may include field trips to printing presses or other areas of interest. Areas covered must include instruction on the use of Adobe InDesign, including files from various other applications within InDesign documents, thumbnails and developing ideas, use of type, presentations and critiques, and 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

Assessments
Assessment is based on a chosen project assigned across all sections of the course. The rubric and assignment must be very similar, and the project should demonstrate the learning progression of the students.

Grading guidelines
- Grades in this course should be based on design aesthetics, creativity & originality, following instruction, execution with the prescribed software, and presentation of the work.

- Percentages of each of the criteria may vary with each project, but Design and Execution should both be given nearly equal weight in grading of each of the major projects.

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