

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

Course Number and Title

ART 2393, Advanced Graphic Design

Catalog Description

This course is an advanced course in the study of graphic design principles and techniques. The areas of focus vary from semester to semester.

Prerequisites

ART 2373

Credit hours/Contact hours/Load hours

3 / 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.

General Course Outcomes

Students completing this course will be able to:

Knowledge

- Demonstrate a thorough knowledge of advanced design skills and software usage.

Critical Thinking

- Critique work with an advanced knowledge of design concepts.

Required Text(s)

Varies with instructor

Topics

Portfolio presentation, interview skills, web design, interviews, advanced software techniques, etc.

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