

Northwest Arkansas Community College
(Communication and Arts Division)

Discipline Code

ART

Course Number

2393

Course Title

Advanced Graphic Design I

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 and ART 2383

Credit Hours

3 credit hours

Contact Hours

45 lecture contact hours; 45 lab contact hours

Load Hours

4.67 load hours

Semester Offered

Fall, Spring

ACTS Equivalent

N/A

Grade Mode

A-F

Learning Outcomes

Students completing this course will be able to:

- Demonstrate a thorough knowledge of Adobe software.
- Present their completed portfolio of design work.
- Demonstrate skills for interviewing with potential employers.
- Demonstrate abstract thinking and creativity through design.

- Critique work not only for skill and technique, but also for its application.
- Understand and use the computer as a design tool.

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

- Portfolio Production
- Interviewing Skills
- Resumes
- Advanced Software Skills
- Presentation
- Critiques

Learning Activities

Required Methods of Instruction

- Primarily lecture, visual aids, demonstrations, and studio work.
- Areas covered must include instruction on the use of various Adobe software packages, interviewing, portfolio building, discussions, presentations, and critiques.
- Methods must include visual demonstrations, classroom discussions, studio work, presentation, and critiques. Instructors should closely monitor the progress of students and their use of the software to ensure that the students are gaining a thorough knowledge of the application.

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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