

Common Course Outline
CGVC 102
Design Basics
3 Semester Hours

The Community College of Baltimore County

Description

Design Basics

Introduces elements and principles of design as applied to visual communication; covers career information and the history of the field, as well as the traditional graphic design tools and materials.

3 credits; 3 lecture hours per week.

Prerequisite: Exemption from or successful completion of (RDNG 052 or LVR 2)

Overall Course Objectives

Upon successful completion of the course the student should be able to:

1. Define and identify graphic design terms;
2. Apply the stages of the design process to his/her approach to design problem-solving;
3. Use elements and principles of design in the production of images that convey the intended message;
4. Identify and describe careers in the field and identify and use Internet sources for information about the field;
5. Identify key events in graphic design history, including technological changes;
6. Identify major styles of design and identify and use sources to further explore;
7. Define and identify basic letterform/type design and layout terms and use them in projects and critiques;
8. Explore the use of icon, symbol, and sign;
9. Use basic drafting tools and materials in the production of projects;
10. Identify and collect professional examples of concepts for a picture file reference;
11. Develop critical skills in evaluating the effectiveness of design, composition, and communication.

Major Topics

- A. Communication theory as related to graphic design
 1. Types of visual language
 2. Media as channels
 3. Code and context
- B. Craftsmanship and tools
 1. Materials and techniques
 2. Proportioning
 3. Paste-up
- C. The design process
 1. Defining the steps of theoretical model
 2. Applying steps, including thumbnails, roughs, and comprehensives
- D. Art elements and principles
 1. Identifying and applying basic elements of line, shape, volume, space, light and dark, color, texture

2. Identifying and applying principles of visual organization, including balance, figure-ground, repetition-variation, rhythm, unity, contrast, and focal point
 3. Controlling spatial perception: size, position, overlap, texture gradient, lighting, color contrast, atmospheric perspective, linear perspective
- E. Internet resource exploration
1. Identifying jobs and skills
 2. Finding information on the Internet
- F. Graphic design history
1. Relationship to technological change and cultural context
 2. How values and ideas are embodied
 3. Identifying examples and sources
 4. Interpreting values and messages in advertising
 5. Influence of 19th and 20th century art on graphic design history
- G. Perception and two-dimensional gestalt principles
1. Gestalt formation and its relationship to visual communication
 2. Intellectual vs. visual unity
 3. "Form follows function"
 4. Law of parsimony, or simplicity
 5. Contrast
 6. Kinesthetic projection
 7. Grouping and attraction
 8. Shape character and recognizability
 9. Sequencing and transitions in time
- H. Introduction to typography
1. Design principles applied to layout
 2. Type qualities and terminology
 3. Grids
 3. Cropping and selection
- I. Color
1. Hue, value, and intensity
 2. Additive and subtractive color
 3. Simultaneous contrast
 4. Color schemes

Course Requirements

1. Complete all assignments in a manner that is clean, neat, well presented, and tasteful.
2. Come to class on time and hand in all projects when they are due. Any work handed in late will receive a lower grade, unless an extenuating circumstance is allowed by the instructor.
3. Take responsibility for finding out about missed assignments. Take a classmate's phone number down. Follow the syllabus and handouts.
4. Read all textbook assignments and handouts in the week they are assigned.
5. Revise any assignment as required. Revision is a necessary part of the learning process for this course. When revisions are required, they will be part of the grade for the assignment.
6. Bring supplies and equipment to class each session and work in class on their projects.
7. Keep copies of your work. Since there is no guarantee for the safe travel of an assignment and no way to determine the fate of a missing one, the burden is on the student to keep a backup copy on removable media.
8. Maintain a digital folder of all projects, to be collected by the instructor for assessing the final grade.
9. Abide by the Code of Conduct set forth in the college catalog (College Regulations, Section Four).

Other Course Information

CGVC 102 is a required program core course for the Computer Graphics and Visual Communications degree options and certificates.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

The Community College of Baltimore County is committed to providing a high-quality learning experience that results in growth in knowledge, attitudes, and skills necessary to function successfully as a transfer student, in a career and as a citizen. To accomplish this goal, we maintain high academic standards and expect students to accept responsibility for their individual growth by attending classes, completing all homework and other assignments, participating in class activities and preparing for tests.

We take seriously our responsibility to maintain high-quality programs and will periodically ask you to participate in assessment activities to determine whether our students are attaining the knowledge, attitudes and skills appropriate to various courses and programs. The assessment activities may take many different forms such as surveys, standardized or faculty-developed tests, discussion groups or portfolio evaluations. We ask that you take these activities seriously so that we can obtain valid data to use for the continuous improvement of CCBC's courses and programs.

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