

Common Course Outline
CGVC 205
Business Graphics
3 Semester Hours

The Community College of Baltimore County

Description

Business Graphics

Teaches students to plan, design and produce all of the business graphics typically used by businesses today; discusses methods used to craft a visual message and identity, deliver brand and image consistently across print and electronic formats, and leverage their design investment across multiple marketing activities.

3 credits: 2 lecture hours and 2 laboratory hours per week.

Prerequisite: CGVC 120 and CGVC 121 or permission of program coordinator.

Overall Course Objectives

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

1. Develop a consistent visual identity for the business graphics of a company
2. Write a branding strategy that clearly states a company's intended message and identity
3. Design a distinctive logo to be incorporated in the stationary, business forms, and promotional documents of a company
4. Design visually clear and effective business forms
5. Present quantitative data in clear and interesting visual solutions
6. Design effective information graphics for a sales presentation that incorporates typical sales and organizational data in chart, diagram and table forms
7. Design a mini company Web site that repurposes the logo, information and graphics developed for the company
8. Use thumbnails, roughs and storyboards as part of the design process
9. Use a grid to establish layout structure
10. Create effective templates for use in basic business forms
11. Develop critical skills in evaluating the effectiveness of business graphics

Major Topics

- A. What is a brand and how to develop identity and message?
- B. Basic concepts and design strategies in the development of corporate logos.

- C. Layout structure, repetition, and alignment in stationary systems.
- D. Information structure, concepts, and techniques for designing effective business forms.
- E. Visual resources on the Internet and copyright issues.
- F. Concepts, layout and techniques for designing promotional mailers.
- G. Concepts, layout and techniques for designing digital screen presentations.
- H. Design concepts for functional and informative Web sites.

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 their 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 205 is a required course for the Computer Graphics and Visual Communication Publication Design and Interactive Design 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.

