

Common Course Outline

ARTD 232

Graphic Design Studio

3 Credits

The Community College of Baltimore County

Description

ARTD 232 – 3 Credits – Graphic Design Studio focuses on how to plan, design, and produce graphics for a variety of corporate products and services. Students will create designs that are calibrated for modern production techniques, integrate graphic media, and incorporate complex digital imaging. Assignments are based on professional case studies and stress exploration of design ideas and methods. Students will learn to craft and deliver an advanced design concept and visual message.

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

Prerequisites: ARTD 142 and ARTD 144 or permission of program coordinator.

Overall Course Objectives

Upon successful completion of the course students will be able to:

1. create multi-page layouts;
2. acquire and manipulate resources;
3. prepare project proposals;
4. present a pitch based on a design problem;
5. differentiate between pre-press print and screen technology needs;
6. create composite imagery maintaining visual needs and style;
7. explore alternative methods and formats for creating effective design solutions;
8. produce effective research to create theme-based design projects;
9. logically and efficiently explain and defend design concepts; and
10. generate design solutions within a given set of standards.

Major Topics

- I. Layout structure
 - A. multi-page cohesive design
 - B. consistency of design elements
 - C. corporate design structure
 - D. concept driven designs
 - E. harmonious type and imagery
- II. Compositing techniques
 - A. channel operations
 - B. advanced image editing
 - C. unique textures and photos
 - D. self-created photos and illustration

- III. Lighting
 - A. photographing your own work
 - B. lighting environments
- IV. Assets and resources
 - A. internet
 - B. copyright
 - C. original
 - D. managing
- V. Design concepts and themes
 - A. audience impact
 - B. research, client, and target audience
 - C. consistent themes across collateral
 - D. complex concepts
- VI. Pre-press print technology
 - A. color management
 - B. spot colors
 - C. 4+ color print process
 - D. color separation
 - E. proofing
 - F. preparing files for the press
- VII. Business of design
 - A. fees
 - B. estimates and bids
 - C. proposals
 - D. client relationships
 - E. professional communications
 - F. resume and portfolio
- VIII. Presentation
 - A. design language
 - B. selling and pitching
 - C. professional appeal

Course Requirements

Grading/Exams: Grading procedures will be determined by the individual faculty member but will include the following:

- An oral presentation
- A minimum of 4 projects utilizing the design process and conceptual development

Students are required to utilize appropriate academic resources.

Other Course Information

This course is taught in a computerized environment.

This course may not be offered in all semesters.