

## ART 316 • GRAPHIC DESIGN IV • DEPARTMENT OF ART

**INSTRUCTOR:** Michael Hataway

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- I. COURSE TITLE:** ART 316 Graphic Design IV 3 semester hours
  - II. PREREQUISITES:** Art 315
  - III. COURSE DESCRIPTION:** Concept development and problem solving in the design profession; trade relationships and practices; portfolio development
  - IV. RATIONALE:** This course is designed to meet individual needs for professional fulfillment in the graphic design field. Design concepts, layout, typography, illustration and reproduction processes are to be learned according to course level and student achievement.
  - V. LEARNING OBJECTIVES AND OUTCOMES:** The major goal of this class is to provide the student with sound practice in the design process, to gain mastery of the computer and graphic related software, to build up the students knowledge and experiences through thought processes needed for successful execution of graphic design problems in the work force, and to allow exploration of the creative process in graphic design:
    - A. articulate the need for and benefits of graphic software in the graphic arts industry,
    - B. identify key concepts related to graphic design and professional document creation,
    - C. distinguish between developmental stages of graphic design documents and the finished camera ready document,
    - D. discuss in general the concepts of professional document creation,
    - E. demonstrate awareness of the need for developing problem-solving skills by creating professional work utilizing graphic software,
    - F. analyze relationship between graphic design needs and available computer software and how it relates to the job market.
    - G. be able to meet pending deadlines and understand the importance of having work completed on schedule and how this relates to the job market in graphic design.
  - VI. ACADEMIC INTEGRITY:** It is expected that a student attending Mississippi College will be scrupulously honest. Therefore, plagiarism and cheating will be dealt with in accordance with the policies of the university. These policies are stated the General Bulletin available at [www.mc.edu](http://www.mc.edu).
  - VII. COURSE TOPICS:** The major topics to be considered are:
    - A. The operation of Adobe Photoshop CS2® software on the Macintosh computer
      1. The Software: The Tools and Functions of this DTP software
      2. The Creation of Documents Related to Graphic Design: Photoshop® Desktop Environment
    - B. Working With Windows
      1. Opening Windows
      2. Activating Windows
      3. Moving Windows, Closing Windows, Reshaping Windows, Icon Views
    - C. Photoshop® Desktop Menus
      1. The Photoshop desktop and its contents in different modes
      2. The Tool Palette: The difference of the various tools and their functions

3. The Different Menu Items in Photoshop®: File, Edit, Image, Layer, Select, Filter, View, Window and Help.
- D. Disk and File Management
  1. Inserting/Ejecting Disk
  2. Creating/Using Files
  3. Launching Applications
  4. Deleting Files
  5. Shutting Down
- E. Basic Document Creation and Development
  1. Type Styles and Techniques of Typography in Photoshop®
  2. Painting
  3. Selections
  4. Manipulating Text
- F. Creation of Various Documents in Photoshop®
  1. CD Cover Design
  2. Working with Selections
  3. Layer Basics
  4. Painting and Editing
  5. Mask and Channels
  6. Photo Retouching
  7. Collage Layout
  8. Vector Shapes and Clipping Paths
  9. Billboard Design
  10. Web Page Design
  11. Logo Design
  12. Magazine Cover Design
- G. Portfolio Development
  1. Basic Portfolio Presentation
  2. Professional Development

**VIII. INSTRUCTIONAL METHODS AND ACTIVITIES:** Methods and activities for instruction will include:

- A. Lecture/discussion/demonstration
- B. Practical Learning Activities
- D. Video Tapes and Interactive CD's on Photoshop CS2
- E. Evaluation: Written Critiques
- F. Research

**IX. ASSIGNMENTS:** The student will be responsible for the following:

- A. Reading Handouts and Reviewing Assignments
- B. Class Participation in Discussions
- C. Completing Assigned Documents

**X. EVALUATION:** The following components constitute a letter grade for this course:

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|-------------------------------------|-----|
| A. Textbook Exercises               | 20% |
| B. Document Creation                | 60% |
| C. Test including Final Examination | 20% |

TOTAL = 100%



- F. Video: How to Design Eye-Catching Brochures, Newsletters, Ad, Reports (and everything else you want people to read), Volume 4: Overcoming “Deadline Dilemma”: How to Kick-Start Your Creative Process, CareerTrack Publications. Boulder, CO
- G. Software Training CD’s: Studio eWorks (2004). Photoshop CS2, Holly Hill, FL 32117

E. Bibliography:

PERIODICALS:

Dynamic Graphics  
 Step by Step Graphics  
 MacWorld  
 MacAddict

Before & After  
 Desktop Publishing  
 MacUser

LIBRARY RESOURCES:

Bergsland, David (2002). Introduction to Digital Publishing, Thompson Delmar Learning.  
 Hutson, Sherry (2004), The Web Wizard’s Guide to Photoshop, Pearson/Addison Wesley  
 Meggs, P. (1992). A History of Graphic Design.

**XIII. CRITERIA FOR EVALUATION**

- A. Assignments will be explained or demonstrated at the beginning of each class according to the class lesson plans. Video’s and software training CD’s will be shown at the beginning of class. Each assignment/exercise will be evaluated on his/her performance in class, directions being followed, proficiency in the operation the techniques demonstrated and of the software utilized, professional quality of work, neatness of work, cleanliness of work area and the ability to work independently.
- B. Once the evaluation is made and notes to the student are recorded on the assignment, the grade will be recorded in the grade book. A computer printout will be given to each student at the completion of each unit of work to advise the student of his/her progress in the course.