

**RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE**

ARTS 246: Visual Design I

I. Basic Course Information

A. Course Number and Title: **ARTS-246 Visual Design I**

B. New or Modified Course: modified

C. Date of Proposal: Semester: Spring Year: 2015

D. Effective Term: Spring 2016

E. Sponsoring Department: Visual and Performing Arts

F. Semester Credit Hours: 3

G. Weekly Contact Hours: 4 Lecture: 2
Laboratory: 2

H. Prerequisites/Corequisites: ARTS-105 Two-Dimensional Design

I. Laboratory Fees: yes

J. Name and Telephone Number or E-Mail Address of Department Chair at time of approval: Co-Chairs: Donna Stackhouse x8298, Dennis Russo x8391

II. Catalog Description

Prerequisite: ARTS-105 Two-Dimensional Design

This course is an introduction to the concepts and processes of graphic and media design. Students learn about the field of design and work with computers in bitmap, vector, multimedia software as well as with traditional art and design media. The designer's creative process and problem-solving skills are emphasized throughout the course to generate the beginnings of a design portfolio. Students will purchase some art supplies.

III. Statement of Course Need

- A. Design I is an introduction to the essential aspects of the design field and this course develops the technical and compositional skills required for any design professional. Design I is a requirement for any four-year design degree program.
- B. This course has a lab component because it is a studio art course and requires students to use special facilities such as a computer lab, studio areas, and to use artistic materials under the guidance of the instructor or lab technician.
- C. This course generally transfers as a required Studio Art Course in design and visual communications program requirement

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course serves as a core program requirement in the A.F.A. Visual Communications degree.
- C. This course serves as an advanced studio elective in the A.F.A. Visual Art degree.
- D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. Design History and Theory
 - 1. Historical Design
 - A. Ancient Design (cave paintings, hieroglyphics, sanskrit, calligraphy)
 - B. Moveable type
 - C. The Gutenberg Printing Press
 - D. Evolution of typeface
 - E. Woodblock and poster art
 - F. Bauhaus
 - G. Swiss Style Design
 - H. Film and television
 - J. Grid system
 - 2. Contemporary Design
 - A. Modernism
 - B. Art Deco
 - C. New York School
 - D. Current designers (1970-present)
 - E. New media design (web, social networking, streaming media)
 - 3. Related Design Theory and Practice
 - A. Design impact on social/political movements
 - B. Marketing
 - C. Advertising

- E. Design and new media
- F. Industrial design
- G. Architecture and interior design
- B. Design Process
 - 1. Research
 - 2. Brainstorming
 - 3. Sketching and hand drawing
 - 4. Concept refinement
 - 5. Project completion
 - 6. Presentation
 - 7. Portfolio development
- C. Project Media
 - 1. Traditional materials (pencils, pen, tracing paper, drawing paper, markers)
 - 2. Original photographs
 - 4. Industry standard vector graphics software (i.e. Illustrator)
 - 5. Industry standard bitmap image software (i.e. Photoshop)
 - 6. Industry standard layout and pre-press software (i.e. InDesign)
 - 7. Web images (Including social platform design)
 - 8. Multimedia (Including streaming, time based design)
- D. Project Concepts
 - 1. Identity Creation
 - a. Logo
 - b. Business Card
 - c. Company/Brand Name
 - d. Use of Industry standard vector and bitmap software
 - i. Bitmap vs. Vector
 - ii. Scanning and resizing
 - iii. Bezier curves
 - iv. Type and path tools
 - v. File types and resolution
 - vi. Color modes and print profiles
 - e. Presentation and distribution of identity materials
 - 2. Advertising
 - a. Brand/Marketing identity
 - i. Research and Reference to Existing Related Brands
 - b. Print Advertising media (poster, post cards, etc...)
 - c. Slogan and marketing
 - d. Use of industry standard vector and bitmap software
 - e. Social Platform/Multimedia Distribution
 - i. Advertising on social media (sizing, screen considerations)
 - ii. Marketing for multimedia (Video, Youtube Distribution)
 - 3. Print Layout
 - a. Designing multi page concepts (magazine, brochure etc...)
 - b. Learn industry layout standards
 - c. Learn industry print standards/specifications
 - d. Use of industry standard vector and bitmap software

- e. Use of Industry Standard Layout Software
 - i. Grid layout
 - ii. Prepress and print production
 - iii. Portfolio and multipage output

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:

At the completion of the course, students will be able to:

1. Apply appropriate technological tools to design projects. (GE-NJ 4,6 *)
2. Students will identify and illustrate critical design movements and influences from historical, cultural and social perspectives. (GE-NJ 1,6)
3. Demonstrate the application of analysis and problem solving to achieve design solutions. (GE-NJ 4, *)

B. Course Learning Outcomes:

At the completion of the course, students will be able to:

1. Produce a portfolio of artwork that employs design principles and techniques.
2. Employ the appropriate technological tools to solve design problems.
3. Learn and identify historical and contemporary design movements and influences.

C. Assessment Instruments:

1. Completed Art Projects
2. Exams
3. Essays

**Embedded critical thinking*

VII. Grade Determinants

- A. Art Projects
- B. Essays
- C. Exams
- D. Presentations
- E. End of semester portfolio

Primary Formats, Modes and Methods for Teaching

- A. Art Project Completion
- B. Lecture
- C. Technical Demonstration
- D. Technical Exercises
- E. Individual and Group Critique
- F. Written Responses
- H. Student Presentations

VIII. Texts and Materials

- A. Landa, Robin, *Graphic Design Solutions*, latest edition by Cengage Learning Press
- B. Printed or Email Resource Hand-outs
- C. Design Related Blogs and Websites
- D. Digital image examples
- E. The Lion's Den
- F. Videos / DVDs

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

- A. Computer Lab with industry standard hardware and design software (latest versions)
- B. Digital projector with high resolution imaging capabilities
- C. Scanner
- D. Printers (black and white and color)
- E. Access to a large format color printer
- F. Studio with drawing surfaces and mounting facilities
- G. Media Player (DVD/Video software)