

**JAMESTOWN COMMUNITY COLLEGE**  
**State University of New York**

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**INSTITUTIONAL COURSE SYLLABUS**

**Course Title:** Graphic Design I

**Course Abbreviation and Number:** ART 1730

**Credit Hours:** 3

**Course Type:** Lecture/Lab

**Course Description:** Students will be introduced to graphic design concepts and skills as a form of visual communication. Fundamentals of language and principles of graphic design structure with an emphasis on media for development of ideas and imagery. Students will research, create thumbnails, refine sketches, and work up visual solutions, integrating these components into their design projects. Students focus on the details of page composition and the relationship of space to clarity, legibility and aesthetics.

No requisites.

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**Student Learning Outcomes:**

Students who demonstrate understanding can:

1. Demonstrate a sensitivity towards graphic design identification and visual communication problem-solving
2. Develop and apply creative processes from conception to finalized project, utilizing production techniques, skills, and research of contemporary design
3. Discuss and evaluate graphic design using appropriate terminology verbally and in written form
4. Demonstrate ability to use Adobe Photoshop, and introductory knowledge of Adobe Illustrator

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**Topics Covered:**

- Create computer-based projects using Adobe Photoshop and Illustrator
- Basic tools and pallets of Adobe
- Basic skills using tools and theory used in design process
- Wacom Tablets integrated with design lessons or projects
- Understand the creative process, develop techniques and methods of visual communication and problem solving

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**Information for Students**

- Expectations of Students
  - [Civility Statement](#)
  - [Student Responsibility Statement](#)
  - [Academic Integrity Statement](#)
- [Accessibility Services](#)  
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.

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**Effective Date:** Fall 2022