

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Graphic Design Applications

Course Abbreviation and Number: ART 1750

Credit Hours: 3

Course Type: Lecture/Lab

Course Description: Students will work on developing graphic design skills through exercises and projects. The creative process will be a main focus with artwork produced for the student's portfolio using Adobe Photoshop and Adobe Illustrator. Technical skills required to run these software programs will also be learned, and an aesthetic understanding will be developed by incorporating design and color tips and theories into the assignments. Students enrolling in the course must have prior experience with Photoshop and Illustrator and must be able to further develop their computer skills in creating and manipulating artwork.

Prerequisite: ART 1730.

General Education Requirements Met

SUNY

The Arts

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Display an in-depth study of Illustrator, Photoshop, and scanning techniques necessary to complete the assignments
2. Develop ideas and concepts through research
3. Simplify and organize typographic layouts for easier communication
4. Analyze everyday objects to determine what is aesthetically pleasing and the difference between good and bad design
5. Utilize typography as a graphic element in design
6. Discuss the design process of one's own work and to make suggestions to help others improve upon their work
7. Develop presentation skills such as making prototypes and mounting projects on board
8. Discuss the importance of scheduling time and adhering to deadlines

A pre-requisite for this course is approved for the SUNY General Education category listed. This course will reinforce the student learning outcomes for this category.

Topics Covered:

- 2D compositions using formats, borders, and creating relationships: Illustrator review
 - Concept, idea, inspiration, and research development
 - Black and white composition project: Unity, repetition, proximity, harmony
 - Color composition project: Structure, color basics. Mounting prints
 - Composition project with specific given theme: scanning techniques
 - Type as design element: image development: sketch and tracing
 - Calendar montage project: tolerance and anti-aliasing
 - Resolution: ppi, dpi, size, image resolution, canvas size, screen resolution
 - Layers, masks, blending modes, channels
 - History of symbols, icons, and identity systems
 - Combining Illustrator graphics and Photoshop image in intermediate level
 - Graphic design project: Menu, T-shirt, etc.
 - Advanced techniques in current version of Photoshop and Illustrator
 - Presentation skill development
 - Final presentation
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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.

Effective Date: Fall 2021