

**PALOMAR COLLEGE**  
**COURSE OUTLINE OF RECORD FOR**  
**DEGREE CREDIT COURSE**

  X   Transfer Course     X   A.A. Degree applicable course  
(check all that apply)

**COURSE NUMBER AND TITLE:** Art 111 – Graphic Design

**UNIT VALUE:** 3.0

**MINIMUM NUMBER OF SEMESTER HOURS:** 96

**BASIC SKILLS REQUIREMENTS:** Appropriate language skills

**ENTRANCE REQUIREMENTS**

**PREREQUISITE:** None

**COREQUISITE:** None

**RECOMMENDED PREPARATION:** None

**SCOPE OF COURSE:** Design principles as they apply to graphic communication. Apply abstract and pictorial design for the printed media. Film and architectural signage. Lettering is applied as an abstract design element.

**SPECIFIC COURSE OBJECTIVES:** Successful students will:

1. analyze contemporary graphic design;
2. synthesize and correlate the effects of pictorial and written ideas;
3. produce graphic works;
4. experience creative problem solving through lecture and group discussion;
5. evaluate the effectiveness of their design solutions through self and group critiques.

**CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:**

1. Professional methods and history of graphic design.
2. Basic principles and psychology.
3. The Graphic Designer as Art Director.
4. Trademarks, symbols, logotypes.
5. Indication art.
6. Basic color theory.
7. Introduction to Typography.

**REQUIRED READING:** None

**SUGGESTED READING:**

Itten, Johannes. Elements of Color. New York: Van Nostrand Reinhold, 1970.

**REQUIRED WRITING:**

Two page written quiz. Six paragraph written final exam with major section of essay questions.

**OUTSIDE ASSIGNMENTS:**

**Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.**

Attend field trips to professional design schools and design offices. Research and development of graphic material. 3 hours.

**INSTRUCTIONAL METHODOLOGY:**

**Check all that apply:**

- lecture
- laboratory
- lecture-laboratory combination
- directed study

**DISTANCE LEARNING:**

**This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.**

Yes  No

**If yes, check all that apply:**

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

**GRADING POLICY AND STANDARDS** (include methods of determining whether the stated objectives have been met by students): Quality of Projects - 50%, improvement in course - 20%, participation - 15%, verbal skills - 15%.

**IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?**

Yes  No  Number of times course may be taken for credit: 2

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable: 58161, (c) (1), (2) (A), (3)

**CONTACT PERSON: Steve Miller**

**SIGNATURES ON FILE:**