

**CMS 410: Graphic Design**

**Credit Hours:** 3

**Scheduled hours per week**

Lecture: 3 Lab:0

Other: N/A

**Catalog Course Description:** Creative and practical aspects of typography, layout, and design; preparation of comprehensive and camera ready layouts with use of desktop publishing.

**Pre-requisites:** N/A

**Co-requisites:** N/A

**Course Learning Outcomes:**

At the conclusion of Jour 410, students should be able to:

1. Understand Graphic Communication from today and yesterday
2. Understand the human information process.
3. Understand the graphic communication processes
4. Understand the layout and design principles used in mass communication.
5. Understand the basic principles of design help create excellent graphic communications.
6. Understand how to prepare and evaluate sketches and layout for graphic communications.
7. Prepare publications by using a desktop publishing system.

**Topics to be studied:**

- Design and Layout Basics
- Typography Basics
- Printed Pieces
- Web Pages

<b>Relationship of Course to Discipline Learning Outcomes</b>	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	
Students will demonstrate an ability to evaluate and critique their own and others' communication.	X
Students will exhibit strong listening skills.	
Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	X
Students will exhibit creativity and innovation in the delivery of messages.	X
Students will competently analyze an audience to create effective messages.	
Students will articulate the role of ethics in media and communication.	X

**Relationship of Course to General Education Learning Outcomes:**

<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
<b>The Arts &amp; Creativity</b> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	X

**Special requirements of the course:**

Student must maintain a digital portfolio of all work throughout the semester.

**Additional information:**

N/A

**Prepared by:** Olivia Reeder

**Date:** 10/15/17

**Course Schedule**

Dates of Class	Topics to be Covered (Proposed Assessment Measures) More details provided as the course progresses
Week 1	Syllabi Discussion, Basic Design Principles, Understanding the Software, Chapter 1 (Skills Review and Design Project from book)
Week 2	Continue work on software and working as a class in the foundation of graphic design (Skills Review and Design Project from book, syllabus quiz)
Week 3	Lesson 1 Assignment Due Typography Manipulation, Chapter 2 (Skills Review and Project Builder)
Week 4	Lesson 2 Assignment Due Document Creation, Page Formatting (Skills Review and Project Builder)
Week 5	Lesson 3 Assignment Due Frames and Object Positioning

	(Skills Review and Project Builder)
Week 6	Lesson 4 Assignment Due Color and Color Application (Skills Review, Project Builder, Design Project)
Week 7	Lesson 5 Assignment Due The Connection Between Photoshop and InDesign (Skills Review, Project Builder, Portfolio Project)
Week 8	Lesson 6 Assignment Due The Pen Tool (Design Project and Project Builder)
Week 9	Lesson 7 Assignment Due Shape and Pathfinder Panel (Skills Review, Project Builder, Design Project)
Week 10	Lesson 8 Assignment Due InDesign Tab Tool (Skills Review, Project Builder, Portfolio Project, Design Project)
Week 11	Lesson 9 Assignment Due/Star Project 1 Spring break
Week 12	Continue Work on Project 1
Week 13	Project 1 Due Start Work on Project 2
Week 14	Continue Work on Project 2
Week 15	Project 2 Due
Week 16	Portfolio Evaluation (Presentation to Instructor)

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*The instructor reserves the right to change the list of assignments for this course.*