

COMMUNICATION DESIGN I

3.29.2017

WITH STUDENT LEARNING OUTCOMES

Communication Design I (GD205, 3 credits) – Communication Design Track

Course Description:

The goal of Communication Design I class is to introduce, then see the student thrive in the process of making meaningful visual communication. Proven principles of juxtaposition, element hierarchy, and frame-of-use are explored as the foundation to more rigorous levels of complexity. The student will progress from simple to more involved exercises, intended to provide the skills and confidence to undertake involved visual management. Achievement of the goal will provide awareness of the creative process through evaluation of the designer's examples, classroom discussion, and presentations. Students who successfully complete this course will understand the sequence of working with design elements and be able to apply their individual point of view to a varied degree of assignments from concept to completion. Working on more pragmatic design problems, students will then begin to examine and create complex hierarchical relationships, such as structuring information and imagery on the screen.

Prerequisite: Studio Foundation Year or transfer credit

Students will:

1. Create a simple graphic design solution that engages the viewer. (PC 1, 2, 3, 4)
2. Synthesize basic client needs in a specific design solution. (PC 2, 4, 5)
3. Create a complete and seamless joining of text forms and appropriate visuals. (PC 1, 2, 3, 4)

Required Texts: There is no required text for this course.

Supplementary Readings: There are no supplementary readings for this course.

Supplies:

HARDWARE:

- Apple MacBook Pro 2.5 GHZ 15-inch Retina Display with 512 GB Flash memory (\$2,429.00)
- Three-Year Apple Care warranty (\$239.00)
- G-Technology 500GB G-DRIVE mobile USB Portable Hard Drive (\$80.00)
- A mouse (\$25.00)

SOFTWARE:

- Microsoft Office, Student/Teacher edition (\$149.00)
 - Word, Excel, PowerPoint, Entourage/Outlook
- Adobe Creative Cloud subscription @ 19.99 per month with annual contract: \$ 240.00 / one year, \$480.00 two years.
- Adobe Creative Cloud subscription @ 29.99 on a month per month basis

Total Estimated Hardware & Software Cost: \$ 2,922.00 (\$3,402.00 with two year Creative Cloud subscription)

Supplemental Supplies: There are no supplementary supplies for this course.