Title: Introduction to Graphic Design
Abbreviation and Number: ARTS221  AB Paper No.: 13-78
School: Communication and Creative Arts
Department: Visual and Performing Arts
Credits: 3  Course Sequence:  (    ) Fall  ( X ) Spring  (    ) Fall and Spring
Hours Per Week:  ( 2 ) Lecture  (    ) Seminar  (    ) Laboratory  ( 2 ) Studio  (    ) Kitchen  (    ) Other (Specify)
Pre-requisite(s): ARTS220 or permission of Chair/Instructor  Co-requisite(s): None

COURSE DESCRIPTION
Students explore the fundamentals of graphic design using a predominately manual technique. They are also introduced to computer graphic applications. Emphasis is placed on icon development, basic typography and visual literacy.

SPECIFIC OBJECTIVES
Upon successful completion of this course, students will be able to
1) create a system for transforming drawn images into graphic icons;
2) integrate the use of traditional fonts in designs;
3) create a font and discuss its intended characteristics and uses;
4) apply graphic design elements to solve visual problems
5) create a cohesive series of pictures and word images;
6) design specific work using computer design applications; and
7) present works for viewing.

COURSE CONTENT
I.  Image Making Process
A.  Drawing
   i.  Black and white effects
   ii. Drawn image to icon
   iii. Text as image
   iv.  Text and image integration
B.  Format
   i.  Traditional fonts
   ii. Appropriate solutions for intended purpose
   iii. Alternative options and approaches

II.  Elements and Principles of Graphic Design
A.  Structural Elements and Principles
   i.  Use of line to unite or divide space
   ii. Use of text to create shape
   iii. Use of Texture to create space
   iv.  Balance and contrast
   v.  Colour
B.  Typography
   i.  Appropriate font selection and sizing
   ii. Text variation
iii. Integration of text into image

III. Application and Presentation
   A. Application
      i. Poster design
      ii. Corporate identity
      iii. Package design
      iv. Computer graphics
      v. Web design
   B. Preparation for final critique

ASSESSMENT
Assignment (8 minimum) .............. 80%
Final portfolio .......................... 20%
Total ...................................... 100%

REQUIRED TEXT

SUPPLEMENTARY READINGS/MATERIALS

JOURNALS
American Art Review
ARC Magazine
Art Forum International
Art in America

WEBSITES
www.antoniusroberts.com Antonius Roberts
www.arcthemagazine.com Arc Magazine
www.artincontext.com Art in Context
www.centralbankofthebahamas.com/gallery Central Bank of The Bahamas
www.decredico.com Alfred De Credico
www.eddieminnis.com Eddie Minnis
www.heinoschmid.com Heino Schmid
www.iadb.org DB Cultural Center
www.latinart.com Latin Art
www.michaelpedwards.com Michael Edwards
www.moma.org Museum of Modern Art
www.museum.oas.org Art Museum of The Americas
www.nagb.org.bs National Art Gallery of The Bahamas
www.nationalgallery.org.ky National Gallery of The Cayman Islands
www.obeygiant.com Shepard Fairey
www.popopstudios.com Popopstudios ICVA
www.smallaxe.net Small Axe
www.witcombe.sbs.edu.ARTHLinks.ht