

I. COURSE INFORMATION

- A. Production Media 131 Graphic Design I
- B. 3 credit hours
- C. Dabner, David, Sandra Stewart, Abbie Vickress. *Graphic Design School: The Principles and Practice of Graphic Design*. 7th ed. New Jersey: Wiley Publishing, 2020
- D. Prerequisites: None

II. COURSE DESCRIPTION

This course is designed to acquaint the student with the various aspects of the graphic design field. Topics include the ways in which visual messages are used in society, the skills needed by a graphic designer and the potential areas of specialization and employment.

III. LEARNING OUTCOMES

- A. Describe the meaning of graphic design and list examples of graphic design products used in society
- B. Describe educational needs of a graphic designer
- C. Describe related disciplines within the graphic design field
- D. Describe significant historical developments that influenced the disciplines of graphic design
- E. Understand the specialties in the graphic design field
- F. Identify levels of employment positions and expectations in the graphic design career field
- G. Describe projections for job opportunities
- H. Define business issues of importance to the designer
- I. Describe resources for professional growth available for the graphic designer
- J. Use vocabulary relating to the graphic design field

IV. MAJOR CONTENT AREAS

- A. The meaning of graphic design
- B. Educational needs for graphic designers
- C. Related disciplines within the graphic design field
- D. Historical developments influencing graphic design
- E. Career specialties in the graphic design field
- F. Levels of job positions and expectations in the graphic design field
- G. Projections for economic growth and job opportunities
- H. Business issues and professional resources for graphic designers
- I. Graphic design vocabulary

V. ASSIGNMENTS (may include but are not limited to)

- A. Reading assignments
- B. Discussions
- C. Exams

VI. EVALUATION METHODS (may include but are not limited to)

- A. Quizzes
- B. Attendance
- C. Assignments
- D. Final exam