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
    D. Prerequisites: None

II. **COURSE DESCRIPTION**
    Graphic Design I is a foundation course that develops a student's ability to analyze design using basic principles and theory applicable to all forms of art. The student is introduced to tools and techniques used in today's design industry. Students will learn and apply the fundamentals of various software applications such as Illustrator and Photoshop, on projects and coordinate technical skills with organization, management, communication, ethics, and hard work. Students will use Adobe Creative Suite, which includes Photoshop, Illustrator, and InDesign. This course lays the foundation for more advanced design courses.

III. **LEARNING OUTCOMES**
    A. Familiarize the student with basic principles and fundamentals in visual art and design
    B. Understand the creative process
    C. Develop techniques and methods of creative problem-solving
    D. Introduce terminology necessary to communicate concepts and theory in art and design
    E. Read, understand, and communicate in the language of graphic design
    F. Use technology such as Photoshop, Illustrator, and InDesign
    G. Create computer-based projects using Adobe Photoshop, InDesign, and Illustrator
    H. Demonstrate a thorough understanding of the elements of graphic design

IV. **MAJOR CONTENT AREAS**
    A. The meaning of graphic design
    B. Educational needs for graphic designers
    C. Historical developments influencing graphic design
    D. Graphic design vocabulary and terminology
    E. Elements of design
    F. Color Theory
    G. Typography
    H. The basic tools and workspaces for Adobe Photoshop, InDesign, and Illustrator

V. **ASSIGNMENTS** (may include but are not limited to)
    A. Reading
    B. Design Projects
    C. Discussion
    D. Exams

VI. **EVALUATION METHODS** (may include but are not limited to)
    A. Quizzes
    B. Attendance
    C. Assignments
    D. Final exam