

**I. COURSE INFORMATION**

- A. PRO231 Graphic Design II
- B. 3 Credit Hours
- C. Dabner, David, Sandra Stewart, Abbie Vickress. *Graphic Design School: The Principles and Practice of Graphic Design*. 7<sup>th</sup> ed. New Jersey: Wiley Publishing, 2020
- D. Prerequisites: PRO 131 Graphic Design I

**II. COURSE DESCRIPTION**

This course will expand on the concepts of Graphic Design I. Emphasis will be on continued development over the essential skills required to prepare effective typographic design solutions for market-oriented projects, using design techniques and computer technology. Demonstration of these skills will be shown in preparing portfolio quality presentations of advertisements, posters, books and magazines. Students will expand their knowledge and use of Adobe Creative Suite, which includes Photoshop, Illustrator and InDesign.

**III. LEARNING OUTCOMES**

- A. Develop several effective portfolio quality typographic solutions
- B. Explore diverse typographic design, photographic and illustrative techniques within the visual problem solving process
- C. Demonstrate the ability to select an appropriate typeface, point size and leading
- D. Demonstrate how arrangement, scale and style of typographic elements effective visual communication
- E. Demonstrate personal development in design process and concept skills
- F. Demonstrate an understanding and appreciation of the various disciplines and styles on contemporary graphic design
- G. Distinguish type for its compatibility with illustration or photograph and the communicator's intent

**IV. MAJOR CONTENT AREAS**

- A. Publication design
- B. Print media
- C. Advertising
  - a. Logo design
  - b. Packaging
- D. Contemporary graphic design

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

- A. Poster design
- B. Magazine layout
- C. Catalog/book design
- D. Newsletter
- E. Retail branding and identity system
- F. Portfolio progress (course exercises)
- G. Grid and modularity
- H. Final project

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

- A. Attendance and participation
- B. Critiques
- C. Assignments
- D. Quizzes