Course Syllabus
Basic Graphic Design
ARTC 1305

Semester with Course Reference Number (CRN)
Summer/10 Week 85178

Instructor contact information
Wendy Robbins
wendy.robbins@hccs.edu

Office Location and Hours
By Appointment

Course Location/ Times
Room/137
MW 1:00 pm – 4:15 pm

Course Semester Credit Hours
Credit Hours: 3
Lecture Hours: 2
Laboratory Hours: 4

Total Course Contact Hours
96.00

Course Length (number of weeks)
Lecture/Lab

Type of Instruction

Course Description:
Graphic design with emphasis on the visual communication process. Topics include basic terminology and graphic design principles.

Course Prerequisite(s)
FREQUENT REQUISITES
• MATH 0306 (Basic Math Pre-Algebra)
• GUST 0341 (7th -9th Grade Reading)
• ENGL 0300 or 0347

Academic Discipline/CTE Program Learning Outcomes
1. Demonstrate ability to select and apply industry standard software
2. Design and demonstrate use of software and techniques in practical applications
3. Develop a portfolio of work that demonstrates proficiency in skills for employment
4. Present a portfolio of work that demonstrates proficiency in skills for employment.
Course Student Learning Outcomes (SLO): 4 to 7

1. Define basic design terminology
2. Apply the design process using graphic design principles
3. Demonstrate the use of design tools and equipment

Learning Objectives
(Numbering system should be linked to SLO - e.g., 1.1, 1.2, 1.3, etc.)

Define basic design terminology
1. Understanding and utilizing design elements and principles

Apply the design process using graphic design principles
1. Applying unifying techniques
2. Understanding and applying conceptual development and processes
3. Understanding and applying design execution and presentation
4. Controlling the viewer’s response

Demonstrate the use of design tools and equipment
1. Discussions and examples demonstrating links between the commercial and fine arts
2. Experiments and practices of typography
3. Exploring methods of visualization and communication
4. Color communication exercises

SCANS and/or Core Curriculum Competencies: If applicable

SCANS
Define basic design terminology
Foundation Skills - Basic -Reading
Foundation Skills - Basic -Writing
Workplace Competencies - Information -Acquires & Evaluates
Workplace Competencies - Information -Organizes & Maintains
Workplace Competencies - Information -Interprets & Communicates

Apply the design process using graphic design principles
Foundation Skills - Basic -Listening
Foundation Skills - Thinking -Decision Making
Foundation Skills - Thinking -Creative
Foundation Skills - Thinking -Problem Solving
Foundation Skills - Thinking -Knowing How to Learn
Foundation Skills - Thinking -Reasoning
Workplace Competencies - Resources -Allocates Time

Demonstrate the use of design tools and equipment
Foundation Skills - Basic -Speaking
Foundation Skills - Personal Qualities -Self-Esteem
Foundation Skills - Personal Qualities -Social
Foundation Skills - Personal Qualities -Self-Management
Foundation Skills - Personal Qualities -Integrity/Honesty
Foundation Skills - Personal Qualities -Responsibility
Workplace Competencies - Resources -Allocates Money
Workplace Competencies - Resources -Allocates Material & Facility Resources
Workplace Competencies - Technology -Selects Technology
Workplace Competencies - Technology -Applies Technology to Task

Instructional Methods
Face to Face

Student Assignments
Define basic design terminology
Lab Exercises
Homework Exercises

Apply the design process using graphic design principles
Projects
Lab Exercises
Homework Exercises

Demonstrate the use of design tools and equipment
Presentations
Projects
Portfolios
Lab Exercises
Homework Exercises
Define basic design terminology
In-class discussions

Apply the design process using graphic design principles
Group and/or individual projects
In-class discussions

Demonstrate the use of design tools and equipment
Portfolios
Presentations
In-class discussions
Group and/or individual projects
To Be Discussed

This is Subject to Change

Complete and comprehend the objectives and technologies involved in all graded assignments.

Demonstrate the ability to apply creative thinking and problem solving to all class projects and assignments.

Attend class regularly, missing no more than 12.5% of instruction and lab time (12 hours)

Arrive at class promptly and be prepared with necessary supplies, storage media, assignments, and anything else required.

Exhibit safe and courteous lab habits.

Develop and share knowledge and information with fellow students.

Participate in keeping labs clean and organized; shutting down computers when finished; abiding by lab rules; showing respect for instructors, fellow students and lab assistants.

Participate in class discussions and critiques.

Demonstrate the ability to communicate in a clear, coherent manner.

Turn in all assignment on time and in the manner required by the instructor.

Develop a portfolio that illustrates concepts, techniques used in solving class assignment.

Accept responsibility for personal understanding of course requirements and degree plan.

A = 100-90 4 points per semester hour
B = 89-80: 3 points per semester hour
C = 79-70: 2 points per semester hour
D = 69-60: 1 point per semester hour
59 and below = F 0 points per semester hour
FX (Failure due to non-attendance) 0 points per semester hour

IP (In Progress) 0 points per semester hour
W (Withdrawn) 0 points per semester hour
I (Incomplete) 0 points per semester hour
AUD (Audit) 0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.
Instructor Grading

Criteria

25% Class Participation
25% Classroom Exercises
25% Assignments
25% Final Projects

Instructional Materials

See Basic Graphic Design Supplies List on Last Page

HCC Policy Statement:

Access Student Services Policies on their Web site:

EGLS3 -- Evaluation for Greater Learning Student Survey System

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

Distance Education and/or Continuing Education Policies

Access DE Policies on their Web site:
### Class Schedule (Subject to Change)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>1</td>
<td>June 4th</td>
<td>Class Introduction/Syllabus/Video/1st Assignment</td>
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<tr>
<td></td>
<td>June 6th</td>
<td>Discuss Assignment/Begin Visual Vocabulary/Class Exercises</td>
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<tr>
<td>2</td>
<td>June 11th</td>
<td>Discuss Homework/Figure Ground/Class Exercises</td>
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<td></td>
<td>June 13th</td>
<td>Discuss Homework/Positive&amp;Negative/Class Exercises</td>
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<tr>
<td>3</td>
<td>June 18th</td>
<td>Discuss Homework/Shape &amp; Texture/Class Exercises</td>
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<td>June 20th</td>
<td>Homework/Contrast &amp; Balance/Class Exercises</td>
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<tr>
<td>4</td>
<td>June 25th</td>
<td>Homework/Points Lines &amp; Planes/Class Exercises</td>
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<td>June 27th</td>
<td>Homework/Grids, Golden Mean/Class Exercises</td>
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<td>5</td>
<td>July 2nd</td>
<td>Homework/Review/Class Exercises</td>
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<td></td>
<td>July 4th</td>
<td>Holiday No School</td>
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<td>6</td>
<td>July 9th</td>
<td>Homework/Composition/Class Exercises</td>
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<tr>
<td></td>
<td>July 11th</td>
<td>Homework/Composition Continued/Class Exercises</td>
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<td>7</td>
<td>July 16th</td>
<td>Homework/Color Theory/Class Exercises</td>
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<td></td>
<td>July 18th</td>
<td>Homework/Color Theory Continued/Class Exercises</td>
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<tr>
<td>8</td>
<td>July 23rd</td>
<td>Homework/Putting It All Together/Class Exercises</td>
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<td>July 25th</td>
<td>Homework/Review/Class Exercises</td>
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<tr>
<td>9</td>
<td>July 30th</td>
<td>Projects</td>
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<td>Aug 1st</td>
<td>Projects</td>
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<td>10</td>
<td>Aug 6th</td>
<td>Final Projects Due</td>
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<td>Aug 8th</td>
<td>Personal Critiques</td>
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Basic Graphic Design Supplies

Papers:
- 9 x 12 inch tablet of 20 sheets Bristol board
- 9 x 12 inch tablet all purpose sketching paper
- 9 x 12 inch heavy duty black construction paper
- 9 x 12 inch heavy assorted colors construction paper

Tools
- 12 inch ruler
- UHU glue stick
- Inexpensive compass (circles)
- Some sort of carrying tool box
- Exacto knife and scissors

Drawing Supplies
- Sanford Design Ebony jet black pencil #14420
- Pink pear eraser or Mars Plastic eraser

Black “Pens”
- 2 black Sharpies: one fine point; one medium to large

Portfolio or something to keep your work in
- Suggested: ITOYA Art Portfolio 9 x 12