# 8/11/2020

# brcc keystone logo

Baton Rouge Community College

*Academic Affairs Master Syllabus*

Date Approved: 2 September 2020

Term and Year of Implementation: Fall 2020

**Course Title:** Intermediate Graphic Design

**BRCC Course Rubric:** ARTS 2323

**Previous Course Rubric**: ARTS 232

**Lecture Hours per week-Lab Hours per week-Credit Hours**: 0-6-3

**Per semester: Lecture Hours-Lab Hours-Instructional Contact Hours**: 0-90-90

**Louisiana Common Course Number:**

**CIP Code:** 50.0409

**Course Description:** Expands upon the skills developed in Introduction to Graphic Design. This course will explore topics such as grid systems, advertising techniques, and electronic publication by providing students with in-depth proficiency in design principles and vocabulary. With standard design industry software, students will learn advanced techniques in traditional graphic design and desktop publishing. This course requires a studio/materials fee.

**Prerequisites:**  ARTS 2313 (or ARTS 231)

**Co-requisites:** None

**Suggested Enrollment Cap:** 18

**Learning Outcomes.** *Upon successful completion of this course, the students will be able to:*

1. Build a digital portfolio of graphic artworks that reflect proper use of the elements and principles of graphic design.

2. Develop production processes that lead to the creation of print-ready designs.

3. Create works of graphic design that reflect current and emerging trends in visual communication.

**Assessment Measures.** Assessment of all learning outcomes will be measured using the following methods:

1. Graphic design projects evaluated with an instructor-designed rubric.

2. A final project and final critique evaluated by an instructor-designed rubric.

3. A final portfolio of all work completed throughout the semester.

**Information to be included on the Instructor’s Course Syllabi:**

* ***Disability Statement*:** Baton Rouge Community College seeks to meet the needs of its students in many ways. See the Office of Disability Services to receive suggestions for disability statements that should be included in each syllabus.
* ***Grading:*** The College grading policy should be included in the course syllabus. Any special practices should also go here. This should include the instructor’s and/or the department’s policy for make-up work. For example in a speech course, “Speeches not given on due date will receive no grade higher than a sixty” or “Make-up work will not be accepted after the last day of class”.
* ***Attendance Policy*:** Include the overall attendance policy of the college. Instructors may want to add additional information in individual syllabi to meet the needs of their courses.
* ***General Policies*:** Instructors’ policy on the use of things such as beepers and cell phones and/or hand held programmable calculators should be covered in this section.
* ***Cheating and Plagiarism*:** This must be included in all syllabi and should include the penalties for incidents in a given class. Students should have a clear idea of what constitutes cheating in a given course.
* ***Safety Concerns:*** In some courses, this may be a major issue. For example, “No student will be allowed in the lab without safety glasses”. General statements such as, “Items that may be harmful to one’s self or others should not be brought to class”.
* ***Library/ Learning Resources:*** Since the development of the total person is part of our mission, assignments in the library and/or the Learning Resources Center should be included to assist students in enhancing skills and in using resources. Students should be encouraged to use the library for reading enjoyment as part of lifelong learning.

**Expanded Course Outline:**

I. Defining positive and negative space

A. Positive Space

B. Negative Space

II. Creative Poster Design

A. File set up and formatting

B. Problem Solving Concepts and Process Work

III. Postproduction applications

A. Color Separations

B. Dye Cutting

IV. Publication design for magazine mockups and spreads

A. The Grid

B. Layout Sketching, mockups, and creating spreads

V. Finding INSPIRATION! Design an inspirational magazine layout for a business you have researched

A. Design

B. Finding Inspiration and Brainstorming

C. Researching your client

VI. Logo sketches for a business and logo sketch refinement

A. Process work start to finish

B. Logo applications

VII. CD design

A. File setup and Formatting

B. Creative Techniques

VIII. Portfolio Review

A. Critique

B. Interview Process