

VCGD-2631: GRAPHIC DESIGN STUDIO

Cuyahoga Community College

Viewing: VCGD-2631 : Graphic Design Studio

Board of Trustees:

March 2023

Academic Term:

Fall 2023

Subject Code

VCGD - VC-Graphic Design

Course Number:

2631

Title:

Graphic Design Studio

Catalog Description:

Advanced graphic design projects using industry software and standards. Course builds upon sequential graphic design courses to explore complex solutions to visual communication and design problems. Emphasis on individual and team projects applied to various media based on market needs.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

3

Requisites

Prerequisite and Corequisite

VC-2301 Graphic Design and Illustration or concurrent enrollment.

Outcomes

Course Outcome(s):

Design, finalize and present alternative graphic design solutions meeting client's specifications.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

- a. Research, identify and develop graphic design resources applicable to current trends.
- b. Work independently and with a team on graphic design projects.
- c. Use various media for different design solutions and different markets.
- d. Apply legal and ethical use of copyright laws for arts and software.

Course Outcome(s):

Design, develop, and deploy selected graphic design solutions to meet client/audience communication needs, adhering to client specifications, budget, production requirements, and project timelines.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

- a. Identify client and project goals.
 - b. Research current trend solutions to graphic design problems.
 - c. Demonstrate the ability to analyze, synthesize, and develop design solutions.
 - d. Plan project according to client, budget, and production requirements.
 - e. Build designs based on influences, concepts, sketches or reference images.
 - f. Implement and prepare design, giving consideration to production and output.
 - g. Design the projects within the scope of the client's project specification.
 - h. Design to technical specifications appropriate for production.
 - i. Modify and repurpose content to fit project requirements.
 - j. Perform edits for use in finished media presentation to meet client/audience communication needs.
 - k. Successfully complete a client directed project with clearly defined parameters within a scheduled time frame.
 - l. Perform and execute designer's responsibilities within the course guidelines.
 - m. Discuss the cultural, social, political, environmental, and historical aspects of design.
 - n. Modify, edit, finalize, and present all assignments and projects meeting prescribed objectives.
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Methods of Evaluation:

- a. Class assignments
- b. Written materials
- c. Presentations
- d. Project portfolio

Course Content Outline:

- a. Design planning
 - i. Identification of client
 - ii. Communication with client
 - iii. Project goals
 - iv. Target audience
 - v. Solutions
 1. Graphic design resources
 2. Current trends
 - vi. Project plan
 1. Client specifications
 2. Budget
 3. Production requirements
 4. Timeline
- b. Design development
 - i. Building the design
 1. Influences
 2. Concepts
 3. Sketches
 4. Reference images
 - ii. Preparation and implementation
 1. Production considerations
 2. Output considerations
 - iii. Client's project specifications
- c. Deployment
 - i. Technical specifications
 1. Production methods
 2. Publishing methods
 3. Broadcast methods
 - ii. Modifying/repurposing content

- iii. Editing finished media presentation
- iv. Meeting client/audience communication needs
- d. Presentation of class portfolio

Resources

Heller, Steven and Mirko Ilic. *Anatomy of Design*. Gloucester, MA: Rockport Publishers, 2009.

Meggs, Philip. *History of Graphic Design*. Fourth Edition. NJ: Hoboken, 2016.

Bierut, Michael. *How to.....* Revised and Expanded. New York: HarperCollins Publishers, 2021.

Landa, Robin. *Graphic Design Solutions*. 6th. Cengage Learning, 2019.

Caroline Roberts. *Graphic Design Visionaries*. 2015. June 16.

Resources Other

- a. <http://www.aiga.org/>
- b. <http://www.designobserver.com/>
- c. <http://www.smashingmagazine.com/>
- d. <http://www.alistapart.com/>

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