

Revised: Fall 2011
Fall 2012
Fall 2013
Fall 2014
Fall 2015
Fall 2016

Art 251 Communication Design I

COURSE OUTLINE

Prerequisites: Art 180, Art 132, Art 141

Course Description:

Studies the principles of visual communications as applied to advertising in newspapers, magazines, direct mail advertising, house organs, etc. Analyzes the influence of contemporary art on design. Part I of II.

Semester Credits: 3 Lecture Hours: 2 hours Studio Instruction Hours: 4 hours

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Course Outcomes:

At the completion of this course, the student should be able to:

- Research methods
- Thumbnail process
- Sketching and comping skills
- Final presentation

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Required Materials:

- Black presentation boards
- Spray mount

Textbook: None

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Topical Description:

- Typography
- Graphic Design
- Conceptualization

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