

Virginia Western Community College

ART 140

Introduction to Graphic Skills

Prerequisites

None

Course Description

Teaches basic studio skills and concepts. Emphasizes concept development and problem solving using traditional art materials and computer techniques. Uses graphic software applications.

Semester Credits: 3

Lecture Hours: 2

Studio Hours: 4

Required Materials

Textbook:

Adobe, Adobe Indesign CC, Classroom in a Book with CD, Pearson, Adobe Press.

ISBN: 978-0-134-31000-8

Other Required Materials:

- Portable storage device – jump drive or pocket drive
- Spray mount
- Black presentation board
- Black Canson paper

Course Outcomes

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

- Use history, techniques, terms and ideas of Communication Design
- Familiar with the basic operation of the Macintosh computer system
- Learned to use the Internet to research and retrieve information relating to Communication Design
- Become adept at using Adobe InDesign to solve Communication Design problems
- Students will understand the role of other graphic software applications such as Photoshop, scanning software and Illustrator
- Used sketches as a preliminary step to solving problems on the Macintosh
- Learned to present design work in a professional manner
- Students will have learned the process of initiating positive, constructive criticism of design projects
- Recognize the importance of and built the sense of discipline and strong work ethic required in the Graphic Arts industry.

Topical Description

- Students will complete a series of software tutorials and design projects that will familiarize the student with the basics of graphic design.
- Students will learn the Apple operating system, and the Adobe Creative Suite software package.
- Topics to be covered include typography, color systems, scanning and resolution, graphic file management, basic printing, layout, and an introduction to the history of design.

1	10 designer research assignments
2	Adobe Photoshop Project
3	Adobe Illustrator Project
4	Mid-Term Exam
5	Adobe InDesign Layout Test
6	DVD Cover Project
7	Designer Poster Project
8	Final Exam

Notes to Instructors