

Virginia Western Community College

ART 251

Communication Design I

Prerequisites

Art 140, 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

Studio Hours: 4

Required Materials

Textbook:

None

Other Required Materials:

- Black presentation boards
- Spray mount

Course Outcomes

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

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

Topical Description

1	Typography
2	Graphic Design
3	Conceptualization

Notes to Instructors