University of Arkansas - Fort Smith
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General Syllabus

GRDS 2303 Graphic Design

Credit Hours: 3   Lecture Hours: 2   Studio Hours: 4

Prerequisite(s): ART 1551 Admissions Portfolio or consent of Instructor.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description
Introduces the creative processes, critical thought, and methodology specifically used in the creation of visual communication. Covers a broad scope of design methods and practices (e. g., type, hand generated art, photography, sculpture, collage) to give the students an understanding of design styles.

II. Student Learning Outcomes

A. Subject Matter
Upon successful completion of this course, the student will be able to:

1. Apply multiple mediums to solve a singular design problem.
2. Operate in multiple design styles.
3. Incorporate typographic techniques with varying media to solve design problems.
4. Understand the role software plays as part of the design process.
5. Understand of composition generation and printing processes.
6. Present and critique work at an intermediate level using basic language of design.

B. University Learning Outcomes
This course enhances student abilities in the following areas:

Communication Skills (Written and Oral)
Students will communicate proficiently by composing coherent documents appropriate to the intended audience. Students will effectively communicate orally in a public setting.

III.   **Major Course Topics**

    A. How to recognize and analyze different design styles
    B. Applying type and image in layouts
    C. Using unconventional media in design
    D. Translating 3-dimensional space into 2-dimensional space
    E. Using photography in design
    F. Pagination
    G. Creating Mock-ups/Comprehensives
    H. Mixing hand skills with digital art
    I. Historical applications of art to design