

**NEOSHO COUNTY COMMUNITY COLLEGE  
MASTER COURSE SYLLABUS**

**COURSE IDENTIFICATION**

Course Code/Number:       ART 123

Course Title:               Introduction to Graphic Design

Division:    Applied Science (AS)    Liberal Arts (LA)    Workforce Development (WD)  
               Health Care (HC)    Lifetime Learning (LL)    Nursing    Developmental

Credit Hour(s):   Three

Effective Date:   Fall 2015

Assessment Goal Per Outcome: 70%

**COURSE DESCRIPTION**

This course is an introduction to graphic design concepts, methods, and processes. The production of visually effective graphic design layouts using the elements of design will be utilized.

**MINIMUM REQUIREMENTS/PREREQUISITES AND/OR COREQUISITES**

ART 121 and prior computer experience or permission of the instructor.

**TEXTS**

The official list of textbooks and materials for this course is found on *myNeosho*.

<http://www.neosho.edu/ProspectiveStudents/Registration/CourseSyllabi.aspx>

**GENERAL EDUCATION OUTCOMES**

1. Practice Responsible Citizenship through:
  - identifying rights and responsibilities of citizenship,
  - identifying how human values and perceptions affect and are affected by social diversity,
  - identifying and interpreting artistic expression.
2. Live a healthy lifestyle (physical, intellectual, social) through:

- listing factors associated with a healthy lifestyle and lifetime fitness,
  - identifying the importance of lifetime learning,
  - demonstrating self-discipline, respect for others, and the ability to work collaboratively as a team.
3. Communicate effectively through:
    - developing effective written communication skills,
    - developing effective oral communication and listening skills.
  4. Think analytically through:
    - utilizing quantitative information in problem solving,
    - utilizing the principles of systematic inquiry,
    - utilizing various information resources including technology for research and data collection.

### **COURSE OUTCOMES/COMPETENCIES (as Required)**

1. Students will describe visual communication via in depth study of fundamental design and layout practices.
  - A. Historical review of past and current graphic design layouts.
  - B. Analysis of the visual elements of line, type, and images.
  - C. Analysis of various page layout examples.
    - I. Compare/Contrast examples of page layouts forming on the concept of emphasis.
    - II. Compare/Contrast examples of page layouts utilizing contrast.
    - III. Compare/Contrast examples of page layouts displaying a sense of visual balance.
    - IV. Compare/Contrast examples of page layouts emphasizing the importance of alignment.
    - V. Compare/Contrast examples of page layouts by repetition of visual elements.
    - VI. Compare/Contrast examples of page layouts exemplifying consistent visual flow.
    - VII. Compare/Contrast examples of page layouts utilizing various visual images such as photographs, chip art, etc.
    - VIII. Compare/Contrast full color page layout to encompass effective use of color.
2. Students will demonstrate an awareness of Typography.
  - A. Define typographic concepts.
  - B. Identify typefaces and appropriate applications.
  - C. Distinguish various type styles/families
  - D. Develop a functional usage of type for specific applications.
3. Student will demonstrate proficiency in layout methodology via the production of seven layouts of various topics.
  - A. Creation of a stationary set.
  - B. Overview of logotypes and designing of a specific topic logo.
  - C. Production of specific topic flyer.
  - D. Develop and print a specific topic banner.
  - E. Produce a poster incorporating photo, type and graphic object.
  - F. Create a newsletter for imaginary entity
  - G. Develop and print a personalized resume.

## **MINIMUM COURSE CONTENT**

The following topics must be included in this course. Additional topics may also be included.

- I. Review and analyze the application of design in page layout examples.
  - A. Historical perspective of graphic design layouts.
  - B. Review graphic design concepts.
- II. Typography
  - A. Styles
  - B. Proof Reading
  - C. Influence of fonts on a certain product
- III. Materials/Tools and Their Usage In Page Layouts.
  - A. Basic introduction to graphic art materials/tools- graphic media, computer and associated graphic design software.
  - B. Practical application of tools and material.
- IV. Production of Student Layout Projects (Seven)
  - A. Stationary set
  - B. Logo
  - C. Flyer
  - D. Banner
  - E. Poster
  - F. Newsletter
  - G. Resume
- V. Printing and Finishing
  - A. Alone
  - B. Group

## **STUDENT REQUIREMENTS AND METHOD OF EVALUATION**

### INSTRUCTIONAL METHODS

For specific instructional methods see the syllabus supplement on the syllabus page for this class on *myNeosho*.

### STUDENT REQUIREMENTS AND METHOD OF EVALUATION

A = 90–100% B = 80–89% C = 70–79% D = 60–69% F = 0–59%

For specific instructional methods see the syllabus supplement on the syllabus page for this class on *myNeosho*.

## **ASSESSMENT OF STUDENT GAIN**

The purpose of assessing student learning at Neosho County Community College is to ensure the educational purposes of the institution are met and appropriate changes are made in program development and classroom instruction to allow for student success. The instructor(s) of this course will

determine the methods of assessment most appropriate and complete an assessment report at the end of the course.

### **Attendance Policy**

1. NCCC values interactive learning which promotes student engagement in the learning process. To be actively engaged, the student must be present in the learning environment.
2. Unless students are participating in a school activity or are excused by the instructor, they are expected to attend class. If a student's absences exceed one-eighth of the total course duration, (which equates to one hundred (100) minutes per credit hour in a face-to-face class) the instructor has the right, but is not required, to withdraw a student from the course. Once the student has been dropped for excessive absences, the registrar's office will send a letter to the student, stating that he or she has been dropped. A student may petition the chief academic officer for reinstatement by submitting a letter stating valid reasons for the absences within one week of the registrar's notification. If the student is reinstated into the class, the instructor and the registrar will be notified. Please refer to the Student Handbook/Academic Policies for more information
3. Absences that occur due to students participating in official college activities are excused except in those cases where outside bodies, such as the State Board of Nursing, have requirements for minimum class minutes for each student. Students who are excused will be given reasonable opportunity to make up any missed work or receive substitute assignments from the instructor and should not be penalized for the absence. Proper procedure should be followed in notifying faculty in advance of the student's planned participation in the event. Ultimately it is the student's responsibility to notify the instructor in advance of the planned absence.

### **ACADEMIC INTEGRITY**

NCCC expects every student to demonstrate ethical behavior with regard to academic pursuits. Academic integrity in coursework is a specific requirement. Definitions, examples, and possible consequences for violations of Academic Integrity, as well as the appeals process, can be found in the College Catalog, Student Handbook, and/or Code of Student Conduct and Discipline.

### **ELECTRONIC DEVICE POLICY**

Student cell phones and other personal electronic devices not being used for class activities must not be accessed during class times unless the instructor chooses to waive this policy.

### **NOTE**

Information and statements in this document are subject to change at the discretion of NCCC. Students will be notified of changes and where to find the most current approved documents.

## **ACCOMMODATIONS**

If you are a student with a disability who may need accommodation(s), in compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, please notify the Dean of Student Services in the Student Services Office, Sanders Hall, 620-432-0304, on the Chanute Campus, or the Dean for the Ottawa and Online Campuses, 785-248-2798, on the Ottawa Campus as soon as possible. You will need to bring your documentation for review in order to determine reasonable accommodations, and then we can assist you in arranging any necessary accommodations.

## **NON-DISCRIMINATION POLICY**

The following link provides information related to the non-discrimination policy of NCCC, including persons with disabilities. Students are urged to review this policy.

<http://www.neosho.edu/Departments/NonDiscrimination.aspx>

## **SEXUAL MISCONDUCT POLICY (TITLE IX)**

At NCCC, it is the responsibility of an instructor to help create a safe learning environment in the classroom, including both physical and virtual classrooms. All instructors are considered mandatory reporters at NCCC, therefore any information regarding sexual misconduct that is shared by a student in one-on-one meetings with the instructor must be reported to appropriate personnel at the College. Instructors will keep the information private to the greatest extent possible, but it is not confidential. Generally, climate surveys, classroom writing assignments or discussions, human subjects research, or events such as Take Back the Night events do not provide notice that must be reported to the Coordinator by employees, unless the reporting party clearly indicates that they wish a report to be made.

The following link provides information related to the sexual misconduct policy of NCCC, including resources, reporting options, and student rights. Students are urged to review this policy.

<http://www.neosho.edu/TitleIX.aspx>

## **COURSE NOTES**

