



2017-18

topics in DIGITAL ART



GRAPHIC DESIGN

Coach Hall

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Room 109



804-354-6800x1310



Quia Class: TEC399



Textbook : Graphic Design The New Basics by Ellen Lupton and Jennifer Cole Phillips



Things we'll learn...

Design Thinking

Design Thinking is a methodology used by designers to solve complex problems, and find desirable solutions for clients. It draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."



Design/Layout

Page layout is the part of graphic design that deals in the arrangement of visual elements on a page. It generally involves organizational principles of composition to achieve specific communication objectives.



Typography

Typography is the art of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), and kerning.



Color Theory

Color theory is a body of practical guidance to color mixing and the visual effects of a specific color combination. There are also categories of colors based on the color wheel: primary color, secondary color and tertiary color.



Adobe Creative Cloud

InDesign, Photoshop, and Illustrator are software tools from Adobe Systems that are industry standard tools for graphic design, photography, and illustration.



Digital Art Rules

1. Be present, on time and prepared for ___ class every day.
2. Be respectful to me and your classmates.
3. Be on task for the entire class period.
4. Follow directions. Look, Listen, then Do.
5. Always do your best. I expect nothing less.
6. NO FOOD OR DRINK IN LAB!!!!

Grades

50% Projects

30% Sketchbook/
Websites

20% Quizzes

Mid-term and final exams will be given and will count as 10% of the semester grade.

Course Outline

2017-2018

Quarter

1

Digital Art Skill Inventory
"Design Thinking" Process
Graphic Design Basics
-Comp/Layout
-Typography
-Color
Adobe Illustrator

Rhythm/Balance
Scale
Texture
Hierarchy
Corporate Identity package
Design in the Middle East

Quarter

2

Adobe Photoshop
Figure/Ground relationship
Color Theory
Layers/Transparency

Poster Design
Typography Design
European Design

Quarter

3

Adobe InDesign
Grid
Framing
Diagram
Modularity

Infographic Design
Magazine/Document Layout
design
Russian Design

Quarter

4

Careers in Design
Ad campaigns
Package design
Presentation design

Full magazine design
Web design
Design in India

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