

Course Code: ART 140**Course Title:** Graphic Design I**Department:** Arts, Media, and Social Sciences**Effective Date:** Summer 2026**PCS Code:** 1.1 - Baccalaureate/Transfer**CIP Code:** 50.0409**Repeatability:** 0

Credit Hours

Catalog Notation: 2-3-3**Credit Hour Distribution:**

Lecture: 2

Lab: 3

Clinical: 0

Total: 3

General Course Information

Catalog Description

Introduction to the creative process and visual communication design with an emphasis on creating compelling compositions. Solve visual communication problems in a hands-on studio environment using Adobe Creative Suite.

General Course Objectives

Apply principles of design to Visual Communication Projects. Recognize and discuss the stages of thinking in the creative process. Employ the creative process in solving visual problems. Analyze and evaluate design solutions to assigned projects according to criteria established in the design brief. Utilize the Adobe Creative Suite to create design for print and web.

Minimum Placement Levels

English	Reading	Math
Placement into ENG 098	Placement into CCS 098	None

Prerequisites

Credit in ART 121

Methods of Evaluation

Weekly exercises, tutorials, and/or small-scale studies will be given to introduce and develop the student's understanding and proficiency of course concepts and skills. A minimum of 3 projects will be assigned to apply the concepts discussed in lecture and introduced in exercises and tutorials. Project assignments form the basis of the student's portfolio. Given this importance, projects will be graded on the use of (1) effective design principles, (2) expressive creativity, (3) thoughtful concept, (4) well-executed craftsmanship, and (5) adherence to project objectives and guidelines. At least 1 objective

exam will test the student's retention and comprehension of the theoretical and critical material presented in exercises, lectures, and readings.

Instructional Materials and Additional Supplies

In Learning - Instructors will have discretion to select and assign appropriate Graphic Design concept and software tutorials that are currently published on In Learning

Course Content

General Learning Outcomes (GLOs)

- Creativity and Innovative Thinking: Students will design, present, and interpret materials, information, and ideas in innovative ways.
- Technology: Students will demonstrate the ability to evaluate, select, and appropriately use current and emerging tools.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Elements and Principles of Design in Visual Communication	1. Apply principles of art and design to visual communication projects, including: unity, variety, movement, emphasis, balance, space, scale, and proportion. 2. Interpret how the use of elements and principles contributes to the mood or style of the project. 3. Organize compositional elements with grids.	4	5	0
Color Theory in Visual Communication	1. Apply Color Theory principles to visual communication projects, including: properties of color, color interaction, contrast, and harmony.	4	5	0
Design Research	1. Define project goals through research and analysis. Define marketing goals, target audience, and character/style of the project. 2. Recognize the importance of researching the latest trends in design and technology for inspiration.	3	5	0
The Creative Process	1. Explain and practice the stages of the creative process: Define, Research, Sketch, Produce, Evaluate, and Revise.	3	5	0
Digital Workflow in Adobe Creative Suite	1. Execute concepts by producing comprehensive layouts with attention to craftsmanship. 2. Utilize appropriate digital tools to import/export a variety of file formats, manipulate pixel/vector art, and apply and control color. 3. Troubleshoot basic print/web production issues.	10	15	0
Evaluate and Revise Design Solutions	1. Analyze and evaluate success of project by soliciting feedback from instructor and peers. 2. Present design during project critique.	4	5	0
Portfolio Preparation	1. Produce a record of the entire creative process. Produce printed portfolio samples.	2	5	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
30	45	0