JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Graphic Design II

Course Abbreviation and Number: ART 1750   **Credit Hours:** 3   **Course Type:** Lecture/Lab

Course Description: Expanding on visual communication processes covered in Graphic Design I, students develop concepts and create word/image relationships in a variety of formats. History of graphic design and exploration of current design trends are further explored. Students will consider the role of the audience and diverse perspectives. Integration of digital and traditional studio techniques are encouraged.

Prerequisite: ART 1730.

General Education Requirements Met
> **SUNY**
> The Arts

Student Learning Outcomes:
Students who demonstrate understanding can:
1. Demonstrate an understanding of graphic design topics including visual sequences, identity, data visualization, interactivity, and production principles
2. Produce and articulate original designs using research, concept development, color theory, and typography through submission of written ideas, sketches, project drafts, and final products.
3. Reflect critically about the relationship form, content, and meaning in visual communication, while considering a target audience and/or diverse perspectives.
4. Demonstrate significant knowledge of Adobe Photoshop and Illustrator

A pre-requisite for this course is approved for the SUNY General Education category listed. This course will reinforce the student learning outcomes for this category.

Topics Covered:
- Visual sequencing, identity, data visualization, interactivity, and production principles
- Design for visual storytelling: Bring numbers and data to life through engaging visual representation
- Logo design and visual identity based on logo
- Purposes of branding
- Visual communication and audience engagement: combine type and images to communicate a message to a specific audience
- Integrating digital and traditional studio techniques

Information for Students
- Expectations of Students
    - Civility Statement
    - Student Responsibility Statement
    - Academic Integrity Statement
- Accessibility Services
  Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- Get Help: JCC & Community Resources
- Emergency Closing Procedures
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0

- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.

Effective Date: Spring 2022