

LABETTE COMMUNITY COLLEGE BRIEF SYLLABUS

SPECIAL NOTE:

This brief syllabus is not intended to be a legal contract. A full syllabus will be distributed to students at the first class session.

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE (if any):

Please check with the LCC bookstore <http://www.labette.edu/bookstore> for the required texts for this class.

<u>COURSE NUMBER:</u>	GRAP 101
<u>COURSE TITLE:</u>	GRAPHIC COMMUNICATION
<u>SEMESTER CREDIT HOURS:</u>	3
<u>DEPARTMENT:</u>	Graphic Design
<u>DIVISION:</u>	Career Technical Education
<u>PREREQUISITE:</u>	None

COURSE DESCRIPTION:

This is a basic course in advertising design and copy for the graphic design industry. Basic layout and copy considerations will be reviewed. Instruction will be given in research methods used by designers as well as digital methods of typesetting. Guidelines for combining image and type, writing effective headlines, slogans and body copy for all types of print ads will be included. Communicating with a client and other graphic design professionals (i.e., printers, typesetters, manufacturers, etc.) will be covered.

COURSE OUTCOMES AND COMPETENCIES:

Students who successfully complete this class will be able to:

1. Utilize typography and image together in a variety of graphic design and advertising formats.

- Create original designs utilizing type and image for specific design assignments.

2. Understanding of advertising design and copy and know how to apply this knowledge in writing copy and in communicating with a client.

- Write appropriate copy and headlines for a variety of design assignments.
- Explain and defend their solutions to assignments during class critiques.

3. Apply research methods used by graphic artists in designing headlines, slogans and body copy to a variety of advertising formats.

- Keep a file of their research, thumbnails and ideas for future reference.
- Learn to utilize the Internet for research assignments.
- Study historical perspectives in logo design.

4. Be familiar with digital methods of page layout and design.

- Produce page layouts using InDesign.
- Manipulate images in Adobe Photoshop.
- Create original graphics using Illustrator.
- Combine these elements for design solutions.

5. Apply computer typography to advertisements that will appeal to mass audiences and generate different communication formats appropriate to clients and graphic design professionals (i.e., printers, typesetters, manufacturers, etc.).

- Understand methods and techniques of mass communication.
- Show ability to present original concepts in a professional manner.