SYLLABUS
PART I
EDISON STATE COMMUNITY COLLEGE
IMD 131S INTRODUCTION TO GRAPHIC DESIGN
3 CREDIT HOURS

COURSE DESCRIPTION

Introduction to graphic design concepts and applications with emphasis on design basics, typography basics, the design process, concept generation, visualization, color, composition, and proportional systems. Branding, visual identity, advertising, and package design are also explored. Includes an introduction to web design, mobile design, and motion design. Students will also learn basic skills with graphic design applications, including photo editing, vector graphics, and electronic publishing software. Lab fee.

COURSE GOALS

The student will:

Bloom's Level		Program Outcomes
2	1. Describe the elements of design, design principles, the stages of design, typography, and imagery.	6
2	2. Describe the five-phase model of the design process.	6
2	3. Explain the essential principles of branding, visual identity, and advertising.	6
3	4. Use photo editing software to adjust, manipulate, and/or color-correct images.	7
5	5. Design and create computer-generated graphics using vector graphics editing software.	7
3	6. Use electronic publishing software to work with documents using page layout techniques intended for various media.	7
3	7. Use a team-based approach to develop a graphic design project for a client.	2, 3
2	8. Discuss the importance of ethics in various interactive media industries.	1

CORE VALUES

The Core Values are a set of principles that guide Edison State in creating its educational programs and environment. They will be reflected in every aspect of the College. Students' educational experiences will incorporate the Core Values at all levels, so that a student who completes a degree program at Edison State will not only have been introduced to each value but will have had them reinforced and refined at every opportunity.

TOPIC OUTLINE

1. Introduction: The Graphic Design Profession
2. Graphic Design Basics
3. Typography
4. The Design Process
5. Concept Generation and Creativity
6. Visualization, Icons, and Color
7. Composition
8. Proportional Systems, the Grid, and Brochure Design
9. Posters

10. Book Covers
11. Branding and Visual Identity
12. Advertising
13. Web, Mobile, and Motion Design
14. Package Design
15. Photo Editing Basics
16. Vector Graphics Editing Basics
17. Electronic Publishing Basics