



ACOM 1111

Division: Career and Technical Education

Department: Art and Graphic Communications

Course: ACOM 1111

Title: Design I

Catalog Description:

This course introduces the elements and principles of design to the first year student. Elements such as line, shape, value, rhythm, and form are discussed and explored in two dimensional and three dimensional assignments.

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3; Lecture: 2; Lab: 3

Clock/Hour Requirements: 75

Offered for Non-Credit: No

Prerequisites: None

Corequisites: None

Justification:

This curriculum is approved by the program advisory committee. A similar course is taught at UVSC (AVC 1110) and CEU (ART 1130).

Student Learning Outcomes:

Upon successful completion of this course, students will be able to:

- demonstrate knowledge and understanding of design concepts
- draw, evaluate, and critique good and bad designs
- develop understanding of design principles and elements
- solve problems using design principles.

Content:

Course objectives will be accomplished by providing students with experiences in the following areas:

- line
- shape

- space
- harmony
- balance
- rhythm
- emphasis
- preparation
- value, form, texture, color.

General Education Outcomes:

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Students will locate and evaluate materials from a variety of media. Artistic styles and methods are found in a variety of locations, and students must utilize various methods of research in order to effectively gather information.

6) Apply computational skills to a variety of contexts.

Measurement of materials and content is required in most media. The concepts of proportion, scale, and the application of these concepts are required for effective performance in the graphic communications field

8) Apply ethical reasoning to a variety of contexts.

Issues of copyright, plagiarism, and ethical work practices are key components in this course. Students will understand the value of utilizing one's own thoughts and ideas instead of those produced by others.

9) Respond with informed sensitivity to an artistic work or experience.

Graphic communications students must become familiar with the standards, styles, and forms in a variety of media. This familiarity will allow them to make informed judgments and critiques regarding their own work and that of other artists.

Key Performance Indicators:

In class:

- Students are graded on assignment punctuality (10%), class critique (10%), instructor evaluation (50%), quizzes (20%), and vocabulary assignments (10%).

Following class:

- Upon completion of this course, students will demonstrate success in subsequent courses and on customer projects.

- David A. Lauer and Stephen Pentak, *Design Basics*, current edition, Wadsworth/Thomson Learning.
- Instructional materials as directed by instructor

Optimum Class Size: 15

Maximum Class Size: 25

Signatures:

I hereby submit this course syllabus:

Jim Puzey, ,

I hereby find this course consistent with the goals and resources of the Art and Graphic Communications Department:

, , , Chair

I hereby find this course consistent with the goals and resources of the Career and Technical Education Division:

Michael P. Medley, MBA, Assistant Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)