

OAKTON COMMUNITY COLLEGE  
GENERIC COURSE SYLLABUS

I.	<u>Course Prefix</u>	<u>Course Number</u>	<u>Course Name</u>	<u>Credit:</u>	<u>Lecture</u>	<u>Lab</u>
	GRD	101	Introduction to Visual Communication	3	2	2

II. Prerequisites:  
None.

III. Course (catalog) Description:

Course covers the fundamental principles of design and how these relate to effective communication. It explores the media and tools that create imaging and how these tools are integrated into the image-making process. Topics include conceptual design, critical thinking in the creation of practical design, how design relates to industry, human perception and the visual process, and the history of visual communication, from the symbols of the cave man to modern-day advertising.

IV. Learning Objectives:

- A. To understand the fundamental elements and principles of design
- B. To understand how media is used in the creation of imaging
- C. To understand and use the design process in image-making.
- D. To demonstrate the ability to use color in an effective manner.
- E. To demonstrate skills necessary for the production of images

V. Academic Integrity:

The very nature of higher education requires that students adhere to accepted standards of academic integrity. Therefore, Oakton Community College has adopted a Code of Academic Conduct and a Statement of Student Academic Integrity. These may be found in the Student Handbook. You may also find a summary of the Code of Academic Conduct in the College Catalog. Among the violations of academic integrity listed and defined are: cheating, plagiarism, falsification and fabrication, abuse of academic materials, complicity in academic dishonesty, falsification of records and official documents, personal misrepresentation and proxy, and bribes, favors and threats.

It is the student's responsibility to be aware of behaviors that constitute academic dishonesty.

Pursuant to the due process guarantees contained in the Policy and Procedures on Student Academic Integrity, the minimum punishment for the first offense for a student found in violation of the standards of academic integrity is failure in the assignment. In addition, a disciplinary record will be established and kept on file in the office of the Vice-President for Student Affairs for a period of 3 years.

VI. Outline of Topics:

A. History of Visual Communication

1. The cradle of civilization
2. The invention of writing
3. The Asian connection
4. The discovery of printing
5. Alphabets
6. The Graphic Renaissance
7. The Industrial Revolution
8. The Modernist Era
9. The Age of Information

B. Perception and Imaging

1. Visual selection
2. Gestalt grouping
3. Memory and association
4. Space, time and color
5. Contours
6. Illusion and ambiguity
7. The morphics
8. Human personality
9. Visual concepts

C. Elements of two dimensional Designs

1. Tone
2. Line
3. Texture
4. Shape
5. Color theory

D. Media

1. Pencil
2. Photography
3. Digital imaging
4. Painting
5. Charcoal
6. Print-making

E. Principles of Design

1. Unity and variety

2. Grouping
  3. Containment
  4. Repetition
  5. Proximity
  6. Closure
  7. Patterns and grids
  8. Balance
  9. Symmetrical balance
  10. Rhythm
  11. Emphasis
  12. Illusion of space and movement
- F. Problem Solving
1. The design process
  2. Fine art process
  3. Source of ideas
  4. Convergent and divergent thinking
  5. Brainstorming
  6. Visual research
  7. Critical thinking
- G. Meaning
1. Criteria
  2. Form, subject and content
  3. Critiques
  4. Contrast and compare
  5. Iconography
  6. Stereotypes
  7. Purpose and Intent
  8. Context
  9. Aesthetics

VII. Methods of Instruction:

This course will be taught using a combination of lecture and demonstrations. Software demonstrations will use the appropriate Graphic Design software.

VIII. Course Practices Required:

- A. Complete weekly assignments
- B. Participate in critiques with completed work
- C. Take quizzes and a final exam
- D. Complete two required notebooks

IX. Instructional Materials:

Required text: *Launching of the Imagination: A Guide to Two-Dimensional Design*, 2<sup>nd</sup> ed., by Mary Stewart (McGraw-Hill, 2006).

X. Methods of Evaluation:

A. Grading

The final grade will be based upon a point system based on a maximum of 100. The total number of points earned will determine the grade, based upon the percentage of earned points out of 100 points. The grading scale is as follows:

100-90	= A
90-80	= B
80-70	= C
70-60	= D
60 and below	= F

B. Points will be derived from the following:

Informal Critiques = 10 points per critique (3 informal critiques)	Total = 30
Notebooks = 5 points per notebook (2 notebooks)	Total = 10
Comments of critiques = 5 points per critique (3 informal critiques)	Total = 15
Final Critique	= 10
Final Exam	= 35

C. Assignments

All assignments are due at the scheduled critiques.

XI. Other Course Information:

Open lab time at Oakton will be posted for students at the beginning of the course.

If you have a documented learning, psychological, or physical disability you may be entitled to reasonable academic accommodations or services. To request accommodations or services; contact the ASSIST office in the Learning Center. All students are expected to fulfill essential course requirements. The College will not waive any essential skill or requirement of a course or degree program.

Effective beginning term: Spring 2006 Ending term: \_\_\_\_\_

Syllabus prepared by: Berney Krule Date: July 2005

Revised by: \_\_\_\_\_ Date: \_\_\_\_\_

Reviewed by Chair: Berney Krule Date: July 2005

Approval by Dean: Linda A. Korbel Date July 2005