

# DDP 110: GRAPHIC DESIGN

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**Formerly known as:**

DDP 010 (or if cross-listed - inactivated courses associated with this course)

**Originator**

mabril

**Justification / Rationale**

Eliminating prerequisite of DDP 102 and changing it to an advisory.

**Effective Term**

Fall 2023

**Credit Status**

Credit - Degree Applicable

**Subject**

DDP - Digital Design & Production

**Course Number**

110

**Full Course Title**

Graphic Design

**Short Title**

GRAPHIC DESIGN

**Discipline****Disciplines List**

Graphic Arts (Desktop publishing)

**Modality**

Face-to-Face

100% Online

Hybrid

**Catalog Description**

In this course, students learn about graphic design terminology, history, career options, concepts, the design process, project research, generating ideas, elements and principles. Emphasis is placed on the process of design development from research, brainstorming ideas, thumbnail sketches, digital roughs to final comprehensive layouts. Students use current industry software working individually and in groups on assignments and projects developing concept, visualization, documentation, and professional presentations. With an emphasis on visual communication strategies, students explore the fundamental text and image interaction to develop graphic design solutions for web, film, and print.

**Schedule Description**

This course covers basic graphic design principles and techniques using current industry software. Students learn about graphic design terminology, history, career options, concepts, the design process, project research, generating ideas, elements and principles. Advisory: ART 003A and DDP 102

**Lecture Units**

2

**Lecture Semester Hours**

36

**Lab Units**

1

**Lab Semester Hours**

54

**In-class Hours**

90

**Out-of-class Hours**

72

**Total Course Units**

3

**Total Semester Hours**

162

**Prerequisite Course(s)**

Advisory: ART 003A and DDP 102

**Required Text and Other Instructional Materials****Resource Type**

Web/Other

**Open Educational Resource**

Yes

**Year**

2022

**Description**

LinkedIn Learning

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**Resource Type**

Book

**Author**

Tony Seddon, Sean Adams, Peter Dawson, John Foster

**Title**

Graphic Design Rules: 365 Essential Design Dos and Don'ts

**Publisher**

Princeton Architectural Press

**Year**

2020

**ISBN #**

978-1616898762

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**Class Size Maximum**

25

**Entrance Skills**

Create a new document with the appropriate settings for web, print, and video.

**Requisite Course Objectives**

DDP 102-Evaluate project setup and determine appropriate workspace interface solution.

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**Entrance Skills**

Identify and manipulate elements of vector software to solve a design problem.

**Requisite Course Objectives**

DDP 102-Evaluate project setup and determine appropriate workspace interface solution.

**Entrance Skills**

Create, analyze and modify visual elements to provide appropriate solutions.

**Entrance Skills**

Evaluate the means by which a design problem may be solved.

**Requisite Course Objectives**

ART 003A-Evaluate the means by which a design problem may be solved.

**Entrance Skills**

Objectively analyze and assess work with peers in a critique using design terminology.

**Requisite Course Objectives**

ART 003A-Objectively analyze and assess their own work as well as the work of their peers through evaluation and critique of class projects using design terminology in oral or written formats .

**Course Content**

1. Graphic Design History.
2. Graphic Design Concepts.
3. Design Research.
4. Generating Ideas.
5. The Design Process.
6. Design Elements and Principles of Form.
7. Visual Communication Strategies Using Computer Software.
8. Industry Terminology.
9. Graphic Design Career Paths
10. Professional Presentations and Critiques

**Lab Content**

Students use lab time to work on exercises and projects given throughout the semester.

**Course Objectives**

Objectives	
Objective 1	Know common graphic design terms basic design practices about fundamental design.
Objective 2	Understand the design process for producing creative content.
Objective 3	Use computer skills to develop a visual hierarchy, and apply elements to develop a successful layout and design.
Objective 4	Give an example of how graphic designers can use basic storytelling conventions in their visual communications.
Objective 5	Describe the concept of metaphor including three specific applications: part-to-whole representations, generalized associations, and montage.
Objective 6	Discuss how form and function work together to convey meaning in graphic design.

**Student Learning Outcomes**

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Use the design process, incorporate design elements & principles while using computer skills to produce a poster.
Outcome 2	Use basic storytelling conventions to create meaning through form and function in their design projects.
Outcome 3	Analyze the history of graphic design through the present and how political and social change affect their visual communications.

**Methods of Instruction**

Method	Please provide a description or examples of how each instructional method will be used in this course.
Demonstration, Repetition/Practice	Students will incorporate instructor feedback to each project and assignment and submit for grading.
Technology-based instruction	Course work uses current technology in the field, the students will use software and create physical and digital projects with the technology. Instructors will use the technology in demonstrations as it pertains to the assignments.
Lecture	Presentation of class lecture/discussions/demonstrations of Graphic Design essentials; design elements and principles, design process, career options, and problem solving.
Laboratory	Students will develop, using the design process, design solutions for design problems.
Activity	Activities focused on addressing areas of improvement in the composition and layout, choice of typeface and images, such as for an event poster.
Discussion	Students will discuss design solutions and critique assignments and projects.
Collaborative/Team Participation	Work in groups to brainstorm and develop design solutions.
Skilled Practice at a Workstation	Students will participate in discussion regarding best practices in graphic design.
	Course work uses current technology in the field, students use software to create physical and digital projects with the technology.

**Methods of Evaluation**

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Critiques	All projects are critiqued in class. Students are expected to make revisions to their projects based on recommendations made in the critique.	In Class Only
Portfolios	Students will create a portfolio of their work to present in class at the end of the semester.	In and Out of Class
Product/project development evaluation	Logo design, corporate identity package, ad campaign synthesizing different images, magazine format layout, posters keyed to a specific community event.	In and Out of Class

**Assignments**
**Other In-class Assignments**

- Examinations of various types, such as T/F and multiple choice
- Class discussion, including critiques, in which students must actively participate (instructors can grade each student's performance in these activities based on the extent and depth of each student's contributions)
- Presentation of digital roughs, revised roughs and final design in front of class in which students must actively participate (instructors can grade each student's performance in these activities based on the extent and depth of each student's contributions)
- Logo design.
- Corporate identity package.
- Ad campaign synthesizing different images.
- Magazine format layout.
- Posters keyed to a specific community event.

**Other Out-of-class Assignments**

- Readings in the textbook and in recommended supplementary literature
- Viewing of films, video clips, websites
- Special projects by students

4. Participation in research projects involving the collection, compilation and interpretation of data, including development of thumbnails, design composition, layout, digital roughs, revised roughs, and final design.
5. Logo design.
6. Corporate identity package.
7. Ad campaign synthesizing different images.
8. Magazine format layout.
9. Posters keyed to a specific community event.

**Grade Methods**

Letter Grade Only

**Distance Education Checklist**

Include the percentage of online and on-campus instruction you anticipate.

**Online %**

50

**On-campus %**

50

**Lab Courses**

**How will the lab component of your course be differentiated from the lecture component of the course?**

The lecture portion of the course will consist of readings and activities (e.g. brainstorming, thumbnails, critiques) that will build knowledge of the design process and graphic design principles. Students will be developing research, thumbnail sketches, digital roughs and final compositions during the lab component of the course.

**From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?**

Activities that involve the students designing projects will be specified as lab. The course will contain Canvas weekly assignments that require students to complete graphic design projects that achieve a particular goal.

**How will you assess the online delivery of lab activities?**

Lab activities will require students to upload files and input text and/or URLs for assignments.

**Instructional Materials and Resources**

**If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?**

n/a

**If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.**

n/a

**Effective Student/Faculty Contact**

**Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?**

**Within Course Management System:**

Chat room/instant messaging  
Discussion forums with substantive instructor participation  
Online quizzes and examinations  
Private messages  
Regular virtual office hours  
Timely feedback and return of student work as specified in the syllabus  
Video or audio feedback  
Weekly announcements

**External to Course Management System:**

Direct e-mail  
E-portfolios/blogs/wikis  
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)  
Teleconferencing

Telephone contact/voicemail

**For hybrid courses:**

Field trips  
Library workshops  
Orientation, study, and/or review sessions  
Scheduled Face-to-Face group or individual meetings  
Supplemental seminar or study sessions

**Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.**

There will be weekly discussions regarding topics related to graphic design with appropriate instructor participation. Students will create and upload assignments of their creation. These activities will receive appropriate instructor feedback.

**If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.**

With hybrid courses, students will meet weekly for lecture, demonstrations and critiques.

**Other Information**

**Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.**

Allowing for other course delivery options, this change looks to future possibilities for the DDP program. In addition, it will help to serve current (over 40%) and future east valley DDP students due to the program move to the West Valley campus effective Fall 2019.

**MIS Course Data**

**CIP Code**

11.0803 - Computer Graphics.

**TOP Code**

061460 - Computer Graphics and Digital Imagery

**SAM Code**

C - Clearly Occupational

**Basic Skills Status**

Not Basic Skills

**Prior College Level**

Not applicable

**Cooperative Work Experience**

Not a Coop Course

**Course Classification Status**

Credit Course

**Approved Special Class**

Not special class

**Noncredit Category**

Not Applicable, Credit Course

**Funding Agency Category**

Not Applicable

**Program Status**

Program Applicable

**Transfer Status**

Transferable to both UC and CSU

**General Education Status**

Y = Not applicable

**Support Course Status**

N = Course is not a support course

**Allow Audit**

No

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

**Approvals****Curriculum Committee Approval Date**

11/01/2022

**Academic Senate Approval Date**

11/10/2022

**Board of Trustees Approval Date**

12/16/2022

**Chancellor's Office Approval Date**

12/22/2022

**Course Control Number**

CCC000635131

**Programs referencing this course**Digital Design Production AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=126>)Digital Design Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=127>)General Business AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=190>)Graphic Design Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=240>)Interaction Design AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=311>)Design Studies (<http://catalog.collegeofthedesert.eduundefined/?key=335>)Please delete (<http://catalog.collegeofthedesert.eduundefined/?key=344>)Please delete (<http://catalog.collegeofthedesert.eduundefined/?key=348>)Digital Design Studies AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=377>)