

**J. Sargeant Reynolds Community College**  
**Course Content Summary**

**Course Prefix and Number:** ART 217

**Credits:** 4

**Course Title:** Electronic Graphic Design I

**Course Description:** Focuses on creative concepts of graphic design problem-solving using electronic technology; includes techniques specific to computer-generated publication design and imagery. Electronic Graphic Design I includes use of electronic color models and principles of pre-press production. Required for students pursuing careers in graphic design with emphasis on use of the computer. Part I of II. Prerequisites: ART 131 and passing score on computer competency exam or satisfactory completion of ITE 115 or CSC 155 or equivalent. Lecture 2 hours. Studio Instruction 4 hours. Total 6 hours per week.

**General Course Purpose:**

**Course Prerequisites and Co-requisites:**

**Prerequisites:** ART 131 and passing score on computer competency exam or satisfactory completion of ITE 115 or CSC 155 or equivalent

**Course Objectives:**

Upon completing the course, the student will be able to

- a. Formulate design solutions for many single page, visual communication problems;
- b. Utilize typography in a sophisticated and artistic fashion;
- c. Utilize Adobe Photoshop at an intermediate level of usage;
- d. Prepare professional comps and mockups; and
- e. Prepare files for usage for both press and web applications.

**Major Topics to Be Included:**

Students will acquire basic skills in Photoshop relative to current working methods of print production. Students will also review and apply the basic elements of design in a number of practical projects relating to the field of graphic design. There will be an emphasis on real world applications of the software, and students will gain an understanding of how to integrate Photoshop into a conventional print production work flow. The class will also cover additional topics, such as publication design, typography, logo design, and web-related issues, as they pertain to Photoshop.

- a. Fundamentals of graphic design
  1. Formal Elements and Principles of Design
  2. Manipulation of Graphic Space
- b. Typography
  1. Letterforms: Form and Structure
  2. Designing with Type
- c. Design considerations:
  1. Posters
  2. Billboards
  3. Book Jackets
  4. Magazine Covers
  5. Web Design

**Effective Date of Course Content Summary:** Spring 2009