# Graphic Design Fundamentals Course No. 30102 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Digital Media (09.0702); Graphic Design (50.0499)

Course Description: **Technical Level:** Graphic Design Fundamentals provides a basic understanding of the graphic design process. Topics include analyzing the design elements and principles, exploring industry tools, software and equipment and learning composition techniques to develop a quality product.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Analyze career paths in the visual arts.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Explore visual communication careers which utilize graphic design. |  |
| 1.2 | Compare the advantages and disadvantages of working independently and working for others within the field (including mass production vs. custom work). |  |

## Benchmark 2: Demonstrate technical skills related to careers in the visual arts.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Describe how changing technology is impacting the visual communications industry. |  |
| 2.2 | Explore present and future uses of graphic design by looking at the present market and predicting trends (i.e. magazines, logos, hang tags, store signage, product and packaging design). |  |
| 2.3 | Define common terminology and concepts in graphic design (i.e. scale drawing, thumbnail sketches, perspective, typography and branding). |  |
| 2.4 | Explore the equipment, software and tools used in graphic design for electronic applications. |  |
| 2.5 | Analyze how images can convey messages. |  |
| 2.6 | Describe how graphic design is used in digital applications. |  |
| 2.7 | Demonstrate the methods used to create a visual representation of ideas and messages (i.e. combining words, symbols and/or images). |  |
| 2.8 | Identify the basics of composition. |  |
| 2.9 | Identify and understand the design elements and principles |  |
| 2.10 | Analyze the effects of the design elements (e.g. Optical illusion and color theory). |  |
| 2.11 | Compare and contrast 2-D and 3-D design. |  |
| 2.12 | Analyze legal concerns that affect the design field such as copyright and trademark issues. |  |
| 2.13 | Describe the fundamental design principles in graphic design. |  |
| 2.14 | Evaluate the visual appeal of graphic designs within visual communications. |  |
| 2.15 | Analyze the design process of graphic projects (from concept to finished product). |  |
| 2.16 | Demonstrate design principles in a graphic design project. |  |
| 2.17 | Demonstrate proper use of tools, software and equipment. |  |
| 2.18 | Understand and demonstrate quality presentation skills. |  |
| 2.19 | Create a portfolio of graphic design projects. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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