



Course Number and Title: COM 130 Intro to Graphics & Design

Campus Location:

Georgetown

Effective Date:

2018-51

Prerequisite:

ENG 090 or ENG 091

Co-Requisites:

none

Course Credits and Hours:

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

Course Description:

This course provides exploration of graphic and design fundamentals by manipulating and combining core elements to create meaning and value. Students learn vocabulary to create a solid foundation for further study and use industry-standard design software to create a body of accomplished visual work.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Explain graphic design concepts and theories. (CCC 1, 2, 5; PGC 2, 3, 4)
2. Demonstrate competency in design application software. (CCC 1, 2, 5; PGC 1, 2, 3, 4)
3. Prepare a comprehensive project using design concepts. (CCC 1, 2, 5; PGC 1, 2, 3, 4)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Explain graphic design concepts and theories.
 1. Explain the evolution of graphic design.
 2. Summarize the categories of graphic design.
 3. Identify the influences of graphic design through history.
 4. Describe the components of design solutions.
 5. Compose a story in visual communications using graphic design.
 6. Identify the necessary steps for completing and researching a successful design project.
2. Demonstrate competency in design application software.
 1. Identify design software on Mac and PC platforms for layout and creation.
 2. Create documents using appropriate applications.
 3. Use the workspace, tools, and menus.
 4. Define file types, resolution, and bit depth.
 5. Create a design to promote an individual and/or business.
 6. Discuss and use photography manipulation software.
 7. Create graphic-inclusive documents.
 8. Design photographs to engage a viewer.
 9. Identify software content, management, and file organization.
 10. Design graphics to adhere to industry standards.
3. Prepare a comprehensive project using design concepts.
 1. Compose a visual graphic.
 2. Apply theories, concepts, and software application.
 3. Employ strategies to research a topic, finding facts, figures, and demographics for comprehensive project.
 4. Create a plan with type selection, layout, and color scheme.
 5. Use professional standards and conduct.
 6. Use problem solving and critical thinking skills.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):

1. Analyze the impact of media on society.
2. Produce media products that meet professional standards.
3. Apply principles of design to media products.
4. Demonstrate effective professional communication skills.
5. Apply professional, ethical, and legal standards of behavior.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.