Syllabus

ART 216 Graphic Design II

General Information

Date May 11th, 2021

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Department Visual and Performing Arts

Course Prefix ART

Course Number 216

Course Title Graphic Design II

Course Information

Catalog Description Students will develop new work based on design challenges while reworking and refining previous works. There is a focus on preparing solutions for an audience with an understanding of the language appropriate for professional communication in the graphic design field. Students will then practice visual and verbal presentation techniques. The course culminates in the development of a graphics portfolio for entry into the job market or the next level of education.

Credit Hours 3

Lecture Contact Hours 3

Lab Contact Hours 3

Other Contact Hours 0

Grading Scheme Letter

Prerequisites

ART 215

Co-requisites

None

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed categories
None

FLCC Values

Institutional Learning Outcomes Addressed by the Course
Vitality, Inquiry, Perseverance, and Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Communicate using the vernacular of design to convey the intent of their work incorporating critique and defense of their work and that of their peers.

2. Create a portfolio of work that is a reflection of the knowledge gained, research completed, as well as a reflection of creative style.

3. Present a portfolio that exhibits a professional level of craftsmanship.

Outline of Topics Covered

    I. **Branding**

   II. **Event Advertising**

  III. **Packaging**

  IV. **Pitching ideas - verbally and visually**

   V. **Professional portfolio development**

Program Affiliation

This course is required as a core program course in the following program(s)
    AAS Graphic Design