

VISUAL COMMUNICATION I

5.27.2016

WITH STUDENT LEARNING OUTCOMES

Visual Communication I (GD 201, 2 credits)

Course Description:

This course introduces students to visual communications by asking them to first examine their own understanding of the visual language that we share as a society and then to articulate simple visual statements within that context. Students begin by making simple examinations of signs and symbols using traditional hand skills and then move on to more sophisticated projects using current technologies. Students are shown the necessity of, and procedures for, questioning and evaluating their own design decisions as well as appreciating the significance of those decisions in a broader context. They learn to look beyond the artifacts created for assignments to their inherent meanings, interpretations and significance.

Prerequisite: Foundation-Year or transfer credit

Students will

1. Develop and apply simple a visual vocabulary. (PC 1, 3, 4, 5)
2. Define, quantify, and solve basic visual problem. (PC 1, 2, 3, 5)
3. Evaluate and interpret perception, audience, and environment. (PC 1, 4, 5)
4. Create a process to communicate ideas (PC 1, 2, 3, 4, 5)

Required Texts:

- Ambrose, Gavin and Paul Harris. *The Fundamentals of Typography*. 2nd ed. Ingram Publishers Services, Inc., 2011. ISBN 2-940373-45-0 (\$23.00)

Supplies: Total estimated cost \$2632 - \$3032 (\$3272 - \$2872 with two year Creative Cloud subscription)

- **HARDWARE:**
 - Apple MacBook Pro 2.5 GHZ 15-inch Retina Display with 500 GB Flash memory: \$2,299.00
 - or Apple MacBook Pro 2.2 GHZ 15-inch Retina Display with 256 GB Flash memory: \$ 1899.00
- Three-Year Apple Care warranty: 239.00
- G-Technology 500GB G-DRIVE mobile USB Portable Hard Drive: \$ 80.00
- A mouse: \$ 25.00
- **SOFTWARE:** Microsoft Office, Student/Teacher edition: \$ 149.00
 - (Word, Excel, PowerPoint, Entourage/Outlook)
- Adobe Creative Cloud subscription
 - \$19.99 per month with annual contract: \$ 240.00 / one year, \$480.00 two years.
 - \$29.99 on a month per month basis

Supplementary Supplies:

- X-Acto # 11 blades, box of 100: \$20.00 + shipping @ amazon.com

- Schaedler Rule (Mylar) preferred or a metal pica ruler (at least 18") \$ 23.00 direct @ Schaedler online: www.schaedlerprecision.com
- Sharpie pens, 2 thick and 2 thin @ \$ 1.85 each: \$ 7.40
- Several sheets of black presentation board; appx. size 20 x 30: \$ 33.00 + shipping per carton of 10 sheets @ amazon.com
- Students should plan on paying to print several pieces at local service bureau such as Parcels, FedEx Kinkos or Aztec Copy. The approximate cost per semester is \$50.00 - \$75.00
- Dropbox Account; free - John Breakey will provide access the Basecamp server