VISUAL COMMUNICATION I

WITH STUDENT LEARNING OUTCOMES

Visual Communication I (GD201, 2 credits) – *Advertising & Communication Design Track*

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 with introductory 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: Studio Foundation Year or transfer credit*

Students will:

1. Develop and apply simple visual elements as a vocabulary for thinking. (PC 1, 2, 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, 2, 3, 4, 5)
4. Create a process to communicate ideas (PC 1, 2, 3, 4, 5)

Required Texts: There is no required text for this course.

Supplementary Readings: There are no supplementary readings for this course.

Supplies:

HARDWARE:

- Apple MacBook Pro 2.5 GHZ 15-inch Retina Display with 512 GB Flash memory ($2,429.00)
- 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.
- Adobe Creative Cloud subscription @ 29.99 on a month per month basis

Total Estimated Hardware & Software Cost: $ 2,922.00 ($3,402.00 with two year Creative Cloud subscription)

Supplemental Supplies: There are no supplementary supplies for this course.