

COURSE CONTENT

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| Course Code | DV5005 (DV9002) |
| Course Title | Graphic Communication |
| Pre-requisites | NIL |
| No of AUs | 3 |
| Contact Hours | 39 hours studio contact |

Course Aims

This course provides students with foundational knowledge in creating visual graphics, text and image, for communication. You will be introduced to industry standard digital tools, a brief history and theories relating to graphic design, as well as its application. You are encouraged to explore your personal voice and approach to solving issues that the contemporary designer faces. This course will give you a fundamental ability of graphic design that you can apply to any situation requiring visual communication.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe techniques and tools using appropriate graphic design language.
2. Develop personal methodologies in creating graphic forms.
3. Generate graphic design iterations, digital previews and physical design prototypes in response to a brief.
4. Present your design experimentations, sketches and final work clearly and effectively.
5. Engage in constructive criticism to the work presented by you and your peers in ways that improve the impact of visual communication.

Course Content

This course provides an overview of the history, theories, and key concepts in regards to the practice of graphic design. In addition to mastering digital tools, you will explore various analog means to create graphic forms of your own.

Brief History of Graphic Design

Each design principle is accompanied by a short lecture on its evolution in the context of graphic design. These lectures provide historical background and precedents for your work. Supplemental readings will also be provided.

Form Making

You will experiment with different media and materials to create graphic forms. This includes learning to use appropriate graphic design software. (Currently Adobe Creative Suite).

Basic Layout

You will learn about page anatomy, typographic systems, and visual hierarchies. Using these skills, you will demonstrate how graphic information is layout on a page effectively.

Visual System

You will examine the relationships between parts and wholes of a design work. You will create a cohesive visual system for your deliverables.

Class Assignments

You will produce four creative projects that demonstrate mastery of the above. Classes will include lectures, demonstrations, and activities that may be included in the assessment.