

DSG 110 : Graphic Design

Fall

The course is intended to be the first course in conceptual design. This course will introduce the fundamental skills required for a productive graphic designer. In a working lab that uses a hands-on approach, students will develop an understanding of how to solve conceptual design and visual problems, utilize physical skills (hand sketching and layout design), and prepare digital presentations using current graphic design software. Students will work through design problems from initial sketches to finished art work, using standard design practices to create dynamic portfolio pieces. This course will be presented in an open environment, stressing organization, time management, communication, ethics and teamwork.

Credits 3

Lecture Hours 2

Lab Hours 1