



ART 240: Introduction to Visual Communication

This hands-on course provides an overview of graphic design for those considering a career in a related field. Through lectures, readings, demonstrations, class discussions, critiques, exercises, and creative projects, students learn the basics of visual-language and creative-thinking techniques in order to create effective visual communication. They work through the design process and learn how to incorporate communication and basic marketing principles into their problem-solving activities. Students explore color, layout, typography, and imagery as they create graphics, brochures, and newsletters. In this project-based course, the students incorporate the concepts taught and demonstrated into their own work. Students sketch possible design solutions by hand and finalize their work on the computer using Photoshop and a page-layout program. Three class hours plus one studio/lab hour per week.

Credits: 3

Program: Art