

# DES M130: DESIGN I

---

**Originator**

skasalovic

**Co-Contributor(s)**
**Name(s)**

Lizee, Erika (elizee)

Mora, Priscilla (pmora)

**College**

Moorpark College

**Attach Support Documentation (as needed)**

DRAFT DMGR-110X.docx

DES M130\_GE\_Addendum\_for\_AreaC1.pdf

**Discipline (CB01A)**

DES - Design

**Course Number (CB01B)**

M130

**Course Title (CB02)**

Design I

**Banner/Short Title**

Design I

**Credit Type**

Credit

**Start Term**

Fall 2022

**Formerly**

GR M30 - Design I

**Catalog Course Description**

Provides a solid foundation in the use of the elements and principles of visual design, concept development, the creative design process, production, presentation techniques, and visual storytelling. Requires hands-on experience in visual problem solving through a variety of media.

**Taxonomy of Programs (TOP) Code (CB03)**

1030.00 - \*Graphic Art and Design

**Course Credit Status (CB04)**

D (Credit - Degree Applicable)

**Course Transfer Status (CB05) (select one only)**

B (Transferable to CSU only)

**Course Basic Skills Status (CB08)**

N - The Course is Not a Basic Skills Course

**SAM Priority Code (CB09)**

C - Clearly Occupational

**Course Cooperative Work Experience Education Status (CB10)**

N - Is Not Part of a Cooperative Work Experience Education Program

**Course Classification Status (CB11)**

Y - Credit Course

**Educational Assistance Class Instruction (Approved Special Class) (CB13)**

N - The Course is Not an Approved Special Class

**Course Prior to Transfer Level (CB21)**

Y - Not Applicable

**Course Noncredit Category (CB22)**

Y - Credit Course

**Funding Agency Category (CB23)**

Y - Not Applicable (Funding Not Used)

**Course Program Status (CB24)**

1 - Program Applicable

**General Education Status (CB25)**

Y - Not Applicable

**Support Course Status (CB26)**

N - Course is not a support course

**Field trips**

Will not be required

**Grading method**

(L) Letter Graded

**Alternate grading methods**

(O) Student Option- Letter/Pass

(E) Credit by exam, license, etc.

(P) Pass/No Pass Grading

**Does this course require an instructional materials fee?**

No

**Repeatable for Credit**

No

**Is this course part of a family?**

No

**Units and Hours**

**Carnegie Unit Override**

No

**In-Class**

**Lecture**

**Minimum Contact/In-Class Lecture Hours**

35

**Maximum Contact/In-Class Lecture Hours**

35

**Activity****Laboratory****Minimum Contact/In-Class Laboratory Hours**

52.5

**Maximum Contact/In-Class Laboratory Hours**

52.5

**Total in-Class****Total in-Class****Total Minimum Contact/In-Class Hours**

87.5

**Total Maximum Contact/In-Class Hours**

87.5

**Outside-of-Class****Internship/Cooperative Work Experience****Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

70

**Maximum Outside-of-Class Hours**

70

**Total Student Learning****Total Student Learning****Total Minimum Student Learning Hours**

157.5

**Total Maximum Student Learning Hours**

157.5

**Minimum Units (CB07)**

3

**Maximum Units (CB06)**

3

**Advisories on Recommended Preparation**

Basic knowledge of computer operating systems, saving files, and image file types.

**Requisite Justification****Requisite Type**

Recommended Preparation

**Requisite**

Basic knowledge of computer operating systems, saving files, and image file types.

**Requisite Description**

Other (specify)

**Specify Other Requisite Description**

This course uses computers so this basic knowledge in using computers is recommended.

**Level of Scrutiny/Justification**

Other (specify)

**Specify Other Level of Scrutiny/Justification**

This knowledge will help with students' success in the course and quicker comprehension of course material.

**Student Learning Outcomes (CSLOs)**

**Upon satisfactory completion of the course, students will be able to:**

- |   |   |
|---|---|
| 1 | demonstrate knowledge of the basic elements and principles of design.   |
| 2 | analyze the effectiveness of visual communication through the critique of the concepts, themes, aesthetic concerns and processes. |
| 3 | demonstrate original concept development, design and composition using type and image, production and presentation skills.        |

**Course Objectives**

**Upon satisfactory completion of the course, students will be able to:**

- |   |  |
|---|--|
| 1 | define and employ the basic elements of point, line and plane, and the gestalt principles in design.   |
| 2 | discuss color theory and apply the principles of color theory as a fundamental building block to control visual contrast and rhythm, and create the pattern in design                          |
| 3 | discuss and apply the organizing principles of scale, weight, direction, texture, and space in a composition, and demonstrate how to compose work that ranges from the minimal to the complex. |
| 4 | demonstrate the proper use of digital and traditional tools and techniques for design and production.  |
| 5 | critique own and other students' solutions to specific projects and offer creative suggestions.  |
| 6 | explore a range of image making techniques and create a series of images using photography, illustration, and type-as-image across analog and digital media.                                   |
| 7 | demonstrate your skills in typographic practice using text type and display type in both a functional and expressive manner.   |
| 8 | use storytelling in the process of creating digital media solutions.   |

**Course Content****Lecture/Course Content****(15%) 1. Fundamentals of Imagemaking**

- Imagemaking Techniques
- Sampling
- Tracing
- Synthesizing

**(15%) 2. Fundamentals of Shape and Color**

- Graphic Shapes
- Visual Contrast
- Marks, Icons, and Symbols
- Negative, Positive, Figure/Ground
- Working with Color
- The Color Wheel
- Color Modes for Print and Screen
- Texture and Pattern

**(15%) 3. Fundamentals of Typography**

- The Anatomy of Letters
- Words and Spacing
- Type Size - The Point System
- Typesetting Text
- Typefaces, Fonts, and Type Families
- Typeface Categories
- Typographic Hierarchy

**(20%) 4. Fundamentals of Composition**

- Principles of Composition
- Form, contrast, rhythm, and progression
- Single Contrast
- Unity/Formal reference
- Scale and visual hierarchy
- Gestalt principles
- Symmetry and asymmetry
- Grid

**(15%) 5. Design Process**

- Design Research
- Previsualization
- Design Brief
- Conceptual Design
- Visual Storytelling

**(20%) 6. Storytelling**

- Narrative
- Visual Storytelling

**Laboratory or Activity Content**

(50%) 1. Practice visual problem solving through the exploration of design elements and principles

(35%) 2. Practice production techniques based on the professional standards

(15%) 3. Conduct project critiques based on standard rubric

**Methods of Evaluation**

**Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):**

- Written expression
- Skills demonstrations

**Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):**

- Graphic/architectural designs
- Group projects
- Individual projects
- Laboratory activities
- Oral presentations
- Portfolios
- Skills demonstrations
- Classroom Discussion
- Projects
- Participation

**Instructional Methodology**

**Specify the methods of instruction that may be employed in this course**

- Audio-visual presentations
- Case studies
- Class activities
- Class discussions
- Collaborative group work
- Computer-aided presentations
- Demonstrations
- Distance Education
- Group discussions
- Instructor-guided interpretation and analysis
- Instructor-guided use of technology
- Internet research
- Lecture

**Describe specific examples of the methods the instructor will use:**

- Computer-aided presentation and lecture about image-making through progressive abstraction
- Case study and class discussion about the historical and contemporary examples of color harmonies in design

- Demonstration on typesetting text in Illustrator
- Practice creating non-destructive images in Photoshop

## Representative Course Assignments

### Writing Assignments

1. Compose a written critique of peers' projects with a focus on the effectiveness of applied elements and principles of design.
2. Explain in writing how the student's design project will capture the essence of the meaning and the message that needs to be conveyed.
3. Find an example of connotative image-making that you like. Describe what the piece is, who created it, how is the message conveyed, and why you like it.

### Critical Thinking Assignments

1. Compare and contrast student's design work with the design influence of a professional designer.
2. Analyze examples of contemporary graphic design work in the context of societal and cultural concerns.
3. Identify and discuss the effectiveness of the color harmonies used by your peers.

### Reading Assignments

1. Read Ellen Lupton and Jennifer Cole Phillips (2015). *Graphic Design: The New Basics*. in preparation for the class discussions about the elements and principles of design.
2. Read selected magazine articles, such as Brianna Flavin (2019) *What I Wish Someone Told Me Before Becoming a Graphic Designer*. Rasmussen College. in preparation for the class discussions about becoming a graphic designer.

### Skills Demonstrations

1. Export an image from RAW format to PSD, JPG, and PNG in the accurate file size and image resolution.
2. Create precise vector-based illustrations using the guides, grid, and snapping.
3. Create a new document in Illustrator and save it as a pdf with trim marks and bleeds.

## Outside Assignments

### Representative Outside Assignments

1. Research and create a presentation on a minimalist designer who visually communicates through the use of basic shapes and forms.
2. Explore your environment with a camera searching for examples of a point, line, and plane in nature.
3. Produce one new design project toward a portfolio every month for critique.

## Articulation

### C-ID Descriptor Number

DMGR-110X

### Status

Conditionally approved

### Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU Northridge	ART 244	Graphic Design I	3
CSU Chico	MADT 284	Basic Graphic Design	3
CSU Channel Islands	ART 204	Graphic Design	3

## District General Education

### A. Natural Sciences

### B. Social and Behavioral Sciences

### C. Humanities

#### C2. Humanities

Proposed

Approved

**Effective term:**

Fall 2022

**D. Language and Rationality**

**E. Health and Physical Education/Kinesiology**

**F. Ethnic Studies/Gender Studies**

**Course is CSU transferable**

Yes

**CSU Baccalaureate List effective term:**

F1998

**CSU GE-Breadth**

**Area A: English Language Communication and Critical Thinking**

**Area B: Scientific Inquiry and Quantitative Reasoning**

**Area C: Arts and Humanities**

**Area D: Social Sciences**

**Area E: Lifelong Learning and Self-Development**

**Area F: Ethnic Studies**

**CSU Graduation Requirement in U.S. History, Constitution and American Ideals:**

**IGETC**

**Area 1: English Communication**

**Area 2A: Mathematical Concepts & Quantitative Reasoning**

**Area 3: Arts and Humanities**

**Area 4: Social and Behavioral Sciences**

**Area 5: Physical and Biological Sciences**

**Area 6: Languages Other than English (LOTE)**

**Textbooks and Lab Manuals**

**Resource Type**

Textbook

**Description**

Lupton, Ellen, and Jennifer Cole Phillips. *Graphic Design: The New Basics*. 2nd ed., Princeton Architectural Press, 2015.

**Resource Type**

Textbook

**Description**

Pentak, Stephen, and David A. Lauer. *Design Basics*. 9th ed., Cengage, 2016.

**Resource Type**

Textbook

**Description**

Adams, Sean. How Design Makes Us Think and Feel and Do Things. Princeton Architectural Press, 2021.

**Library Resources****Assignments requiring library resources**

Research using the Library's print and online resources.

**Sufficient Library Resources exist**

Yes

**Example of Assignments Requiring Library Resources**

Utilize library resources to research and create a presentation on visual symbols in logo design.

**Distance Education Addendum****Definitions****Distance Education Modalities**

Hybrid (1%–50% online)  
 Hybrid (51%–99% online)  
 100% online

**Faculty Certifications**

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

**Regular Effective/Substantive Contact****Hybrid (1%–50% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.



**Hybrid (51%–99% online) Modality:**

<b>Method of Instruction</b>	<b>Document typical activities or assignments for each method of instruction</b>
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

**100% online Modality:**

<b>Method of Instruction</b>	<b>Document typical activities or assignments for each method of instruction</b>
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

**Examinations****Hybrid (1%–50% online) Modality**

Online

**Hybrid (51%–99% online) Modality**

Online

**Primary Minimum Qualification**

GRAPHIC ARTS

**Review and Approval Dates****Department Chair**

05/05/2021

**Dean**

05/07/2021

**Technical Review**

09/16/2021

**Curriculum Committee**

10/19/2021

**DTRW-I**

MM/DD/YYYY

**Curriculum Committee**

MM/DD/YYYY

**Board**

MM/DD/YYYY

**CCCCO**

MM/DD/YYYY

**Control Number**

CCC000429603

**DOE/accreditation approval date**

MM/DD/YYYY