DES M131: DESIGN II

Originator
skasalovic

Co-Contributor(s)

Name(s)
Lizee, Erika (elizee)
Mora, Priscilla (pmora)

College
Moorpark College

Discipline (CB01A)
DES - Design

Course Number (CB01B)
M131

Course Title (CB02)
Design II

Banner/Short Title
Design II

Credit Type
Credit

Start Term
Fall 2022

Formerly
GR M31 - Design II

Catalog Course Description
Furthers basic design skills and develops conceptual and technical abilities to amplify content through form, image, typography, symbolism and experimentation. Requires hands-on experience in creative problem solving including the exploration of rhythm and balance, texture, figure/ground, visual hierarchy, color, time and motion, and other components, 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
(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

Prerequisites
DES M130 (formerly GR M30) or suitable portfolio

Advisories on Recommended Preparation
DES M120 (formerly GR M23)

Entrance Skills

Entrance Skills
DES M130 (formerly GR M30)

Prerequisite Course Objectives
DES M120-identify and analyze hardware and software technologies including the operating systems, scanners, digital cameras, image manipulation, vector-versus-bitmap artwork concepts, text and font management, and color and output.
DES M120-discuss the history of digital media, explain the key concepts, and define the digital media arts terminology.
DES M120-apply storyboarding and thumbnail sketching techniques to express personal ideas, subjective visions, and informed opinions through the design process.
DES M120-draw, scan and manipulate images as design elements to create designs for print and web, motion, and interactive design.
DES M120-define and produce appropriate resolution and digital file formats for output to various media.
DES M120-demonstrate proficiency working with digital technologies to input and manipulate images and use various software programs for the development of individual projects.

DES M120-explain copyright law and intellectual property rights as they apply to digital media arts.
DES M130-define and employ the basic elements of point, line and plane, and the gestalt principles in design.
DES M130-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
DES M130-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.
DES M130-demonstrate the proper use of digital and traditional tools and techniques for design and production.
DES M130-critique own and other students' solutions to specific projects and offer creative suggestions.
DES M130-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.
DES M130-demonstrate your skills in typographic practice using text type and display type in both a functional and expressive manner.
DES M130-use storytelling in the process of creating digital media solutions.

Requisite Justification

Requisite Type
Prerequisite

Requisite
GR M131 (formerly GR M31) course builds upon the skills from the DES M130 (formerly GR M30) course.

Requisite Description
Course in a sequence

Level of Scrutiny/Justification
Part of a sequence of courses in a certificate of completion or a certificate of competency (noncredit only)

Requisite Type
Recommended Preparation

Requisite
DES M120 (formerly GR M23)

Requisite Description
Other (specify)

Specify Other Requisite Description
Teaches software skills used in this course.

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 a strong vocabulary related to graphic design and a thorough understanding of the components of a graphic design solution: research, strategy, concept, design, craft.
2	integrate design elements with an understanding of the intention with which elements are chosen, organized and created.
3	demonstrate and employ conceptual thinking as the basis of the design process, demonstrate methods utilized in the problem solving, and visual storytelling, as well as in the refinement of the ideas.
4	demonstrate proficiency in the use of digital and traditional tools and techniques for design and production.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	integrate design elements with an understanding of the intention with which elements are chosen, organized, and created.
2	review and employ the fundamental theories and methodologies of visual communication.
3	review and apply the hierarchy of information through the ordering of elements into a comprehensive visual unity.
4	demonstrate and employ conceptual thinking as the basis of the design process.
5	demonstrate methods utilized in problem solving, visual storytelling, and the refinement of the ideas and technical issues.
6	demonstrate proficiency in the use of digital and traditional tools and techniques for design and production.
7	critique own and other students' solutions to specific projects and offer creative suggestions; demonstrate knowledge of design vocabulary as well as the elements and principles of design composition through the critical evaluation process.
8	define, analyze and employ the effective visual language in two- and three-dimensional projects and time-based media.

Course Content

Lecture/Course Content

(20%) 1.Design Process
- Problem definition/Mission statements
- Idea generation/Solution finding
- Mind maps and Moodboards
- Thumbnails and Storyboards

(20%) 2. Imagemaking
- Imagemaking Technniques
- Denotative Imagemaking
- Connotative Imagemaking

(20%) 3. Typography
- Denotation in Type
- Connotation in Type

(20%) 4. Composition
- Visual Contrasts
- Single Contrasts
- Multiple Contrasts
- Type Contrasts
- Image Contrasts

(10%) 5. Resonance
- The nature of graphic resonance
- Typographic resonance
- Resonance as expressive message

(10%) 6. Application and Implementation
- Identity systems
- Infographics
- UX/UI
- Packaging
- Environmental Graphic

Laboratory or Activity Content

(30%)1. Practice design process, including conceptual design, brainstorming, thumbnail sketching.

(30%)3. Practice visual problem solving through a variety of media.

(25%) 4. Practice type and image integration to create a hierarchy of information, and achieve design resonance.

(15%) 4. Conduct project critiques based on standard rubric balance.

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
Demonstrations
Distance Education
Group discussions
Instructor-guided interpretation and analysis
Instructor-guided use of technology
Lecture

Describe specific examples of the methods the instructor will use:

- Computer-aided presentation and lecture about the image-making through progressive abstraction
- Case study and the class discussion about the color harmonies in design
- Demonstration on type and image integration

Representative Course Assignments

Writing Assignments
- Explain in writing how the student's design project will solve the design problem, convey the message, and achieve resonance with the intended audience.
- Compose a written critique of peers' projects with a focus on the effectiveness of the design process, message, composition, technical execution, and resonance.

Critical Thinking Assignments
- Analyze own and classmates' work in the context of societal and cultural concerns.
- Compare and contrast student's design work with the design influence of a professional designer.

Reading Assignments
- Read Michael Bierut (2021). How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (every Once in a While) Change the World. In preparation for the class discussions about the design process.
- Read selected magazine articles, such as the Eye Magazine (2020) interview Jessica Walsh: The influencer, preparing for the class discussions about becoming a graphic designer.

Skills Demonstrations
- Create professional image variations for use for print and screen.
- Create a column-grid based layout and typeset a magazine spread.
- Create an engaging editorial illustration that reflects the article.

Outside Assignments

Representative Outside Assignments
- Create original photography, traditional illustrations, or digital illustrations to be incorporated into students' design projects.
- Research and create a presentation on a designer who visually communicates using the advanced design tools and original visual language.

Articulation

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Antelope Valley College	DM 203	Graphic Design II	3
Butte College	ART 34	Graphic Design II	3
Cerritos College	art 284	Graphic Design II	3
College of the Canyons	GMD 242	Graphic Design II	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

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
Meggs, Philip B. *Type and Image: The Language of Graphic Design*. Wiley, 1992.

Resource Type
Textbook

Description
Adams, Sean, et al. *Graphic Design Rules: 365 Essential Dos and Don'ts*. Princeton Architectural Press, 2020.

Resource Type
Textbook

Description
Samara, Timothy. *Making and Breaking the Grid: A Graphic Design Layout Workshop*. 2nd ed., Rockport Publishers, 2017.

Resource Type
Other Resource Type

Description
Skillshare (https://www.skillshare.com/)
Coursera (https://www.coursera.org/)
Codeacademy (https://www.codecademy.com/)
and other training & tutorial video resources

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
Research and create a presentation on a designer who visually communicates using the advanced design tools and original visual language.

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:

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. |

100% 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.

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
CCC000525368

DOE/accreditation approval date
MM/DD/YYYY