RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE

ARTS 247: Visual Design II

I. Basic Course Information

    A. Course Number and Title: **ARTS-247 Visual Design II**

    B. New or Modified Course: modified

    C. Date of Proposal: Semester: Spring   Year: 2015

    D. Effective Term: Spring 2016

    E. Sponsoring Department: Visual and Performing Arts

    F. Semester Credit Hours: 3

    G. Weekly Contact Hours: 4   Lecture: 2
                                        Laboratory: 2

    H. Prerequisites/Corequisites: *ARTS-246 Visual Design I*

    I. Laboratory Fees: yes

    J. Name and Telephone Number or E-Mail Address of Department Chair at time of approval: Co-Chairs: Donna Stackhouse x8298, Dennis Russo x8391

II. Catalog Description

Prerequisite: ARTS-246 Visual Design I
This course covers advanced concepts and processes of design and portfolio preparation. Students will continue to explore the creative process by combining bitmap, vector graphic, as well as traditional art and design media, toward original design solutions. Emphasis is placed on developing individual creative and critical thinking skills as they relate to professional work practices. Students will purchase some art supplies.

III. Statement of Course Need

    A. Design II refines student design skills and conceptualization ability. It also offers students the opportunity for service learning experience and transcript credit.

    B. This course has a lab component because it is a studio art course and requires students to use special facilities such as a computer lab, studio areas, and to use artistic materials under the guidance of the instructor or lab technician.

    C. This course generally transfers as a required Studio Art Course in design and visual communications program requirements. Design II is a requirement for any four-year design program.

IV. Place of Course in College Curriculum

    A. Free Elective
    B. This course meets a program requirement for the A.F.A. Visual Communications degree.
    C. This course serves as an advanced studio elective in the A.F.A. Visual Art degree.
    D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

    A. Advanced Design Theory and Practice
        1. Concept and abstract Design
        2. Collage
        3. Manipulation of focal and spatial perception
        4. Hierarchical information arrangement
        5. Non-illustrative design
        6. Advanced marketing concepts
        7. Analog content and context vs. digital content and context
        8. Spatial/Installation design theory
        9. Multicultural design implications and practice (Japanese packaging, Russian film poster art, Polynesian tattoo, etc…)

    B. Portfolio Editing and Professional Development
        1. Print portfolio editing and refinement
        2. Electronic portfolio development
        3. Presenting for web and streaming media
        4. Professional presentation of work to clients
        5. Establishing and maintaining client communication
        6. Deadline oriented workflow

C. Project Media
1. Traditional materials (pencils, pen, tracing paper, drawing paper, markers)
2. Original photographs
3. Industry standard vector graphics software (i.e. Illustrator)
4. Industry standard bitmap image software (i.e. Photoshop)
5. Industry standard layout and pre-press software (i.e. InDesign)
7. Web Images (including social platform design)
8. Multimedia (including streaming, time based design)
9. 3D design/package construction materials

D. Project Concepts
1. Packaging Design
a. Research and creation of a product concept
b. Mock up of product in three dimensions
c. Packaging design in three dimensions
d. Advertising materials for product (poster, video,brochure)
e. Use of industry standard vector and bitmap software
f. Use of packaging and 3D Design materials
g. Use of industry standard multimedia software
2. Internship / Service Learning Project (optional)
a. Students learn to introduce their work to a client
i. Instructor facilitates academic or non-profit client relationship
ii. Students may choose a non profit organization
b. Students design to their client specifications
c. Class critique of work refines the projects
d. Students complete work on a deadline
e. Present a professional project portfolio to client and class
f. Successful completion of the project grants service learning notation on transcript
g. Use of industry standard vector and bitmap software
h. Use of industry standard layout software
3. Traditional and Electronic Materials Design
a. Provide a visual reference and context for concept
b. Render Design elements by hand
i. Painting, drawing, marker
ii. Address complication of scale
c. Combine with electronic elements and output digitally
i. Address complications of combining analog/digital material
d. Students document work process with photo or video
e. Use of industry standard vector and bitmap software
f. Use of industry standard layout software
g. Use of photo/video to create a multimedia artist statement

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:

At the completion of the course, students will be able to:
1. Apply appropriate technological tools to design projects. (GE-NJ 4,6 *)
2. Students will identify and illustrate critical design movements and influences from historical, cultural and social perspectives. (GE-NJ 1,6)
3. Demonstrate the application of analysis and problem solving to achieve design solutions. (GE-NJ 4, *)

B. Course Learning Outcomes:
At the completion of the course, students will be able to:
1. Produce a portfolio of artwork that employs design principles and techniques.
2. Employ the appropriate technological tools to solve design problems.
3. Understand and Identify Historical and Contemporary design movements and influences.

C. Assessment Instruments:
1. Completed Art Projects
2. Exams
3. Essays

Embedded critical thinking

VII. Grade Determinants

A. Art Projects
B. Essays
C. Exams
D. Presentations
E. Portfolio Presentation

Primary Formats, Modes and Methods for Teaching

A. Art Project Completion
B. Lecture
C. Technical Demonstration
D. Technical Exercises
E. Individual and Group Critique
F. Written Responses
H. Student Presentations

VIII. Texts and Materials

A. Landa, Robin, *Graphic Design Solutions*, latest edition by Cengage Learning Press
B. Printed or Electronic Handouts

C. Design Related Blogs and Websites
D. Digital image examples
E. The Lion's Den
F. Videos / DVDs

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

A. Computer Lab with industry standard hardware and design software (latest versions)
B. Digital projector with high resolution imaging capabilities
C. Scanner
D. Printers (black and white and color)
E. Access to a large format color printer
F. Studio with drawing surfaces and mounting facilities
G. Media Player (DVD/Video software)