**Mohawk Valley Community College**

**Utica and Rome, New York**

**Course Outline**

**GD198 Graphic Design 1: Fundamentals C-1, P-4, Cr-3**

**Course Description:**

This course covers the fundamentals of combining typography and image. It includes a study in the development of methods and practices that leads to solid visual solutions. Problem solving methodologies are implemented to explore the marriage of typography and image. Terminology and creative standards are discussed and put into practice. Several creative methods, both traditional and digital, are be explored to develop a strong understanding of the creative process and its impact on effective communication.

**Student Learning Outcomes:**

Upon the successful completion of this course, the student will be able to:

* Integrate and apply the basic rules of good typography.
* Measure, specify and identify type. (line length, font, point size, line spacing and alignment).
* Select and specify appropriate type for projects.
* Scan and import images into a document.
* Perform a collect for output/preflight document.
* Create and print a digital black and white comprehensive.
* Create and print a digital comprehensive.
* Maintain good project planning in order to meet specific guidelines.

**Major Topics:**

* Typesetting Technology and Terminology
* Marking Up Copy
* Mechanicals
* Separations
* Digital Proofing
* Computer Hardware and Software

Reviewed July 2023