
COURSE PREFIX/NO:	ARV 121
COURSE TITLE:	DESIGN I
LEC HRS/WEEK:	3.0
LAB HRS/WEEK:	0.0
CREDIT HRS/SEMESTER:	3.0

[Distance Learning Attendance/VA Statement](#)
[Textbook Information](#)

COURSE DESCRIPTION

This course covers basic theories, vocabulary, principles, techniques, media and problem-solving in basic design.

COURSE COMPETENCIES

Upon successful completion of this course, a student should be competent to perform the following tasks:

Module 1: History and Terminology

- Discuss the history, function, and development of graphic design and communication.
- Identify specific designers and describe their contributions to the graphic design movement.
- Define the basic method for idea development and planning for design.
- Demonstrate several ways to use elements and principles of design in a project.

Modules 2: Principles and Elements of Design

- Identify the components of a graphic design solution.
- Create a design brief to aid in the creative process.
- Describe how signs, symbols, perspectives, and symmetries are constructed.
- Create design layouts using the formal elements line, shape, color, and texture.
- Explain how color elicits specific psychological responses from the audience.

Module 3: Typography, Layout, and Logos

- Choose fonts, font sizes, and proper hierarchy to create an effective layout.
- Demonstrate the use of words and images to create a strong message.
- Create and use illustrations, graphic illustrations, and photography in an ad layout.
- Discuss different types of logos and how each can be used for appropriate branding.
- Discuss methods which may be used to effectively represent a client's business.
- Describe how fonts, color, shape, and size convey different messages within a logo.

COURSE REQUIREMENTS

All students are responsible for attaining competencies through completion of the following course requirements:

- attending class
- bringing required media and text to class

- completing all exams and quizzes
- completing assigned exercises in class or outside of class
- completing lab assignments and digital portfolio (PowerPoint)
- reading assigned material in text or on the internet

ATTENDANCE POLICY

The attendance policy as stated in the *York Technical College Catalog and Handbook* will be enforced. Attendance is required on test days unless the student has a doctor's excuse, death notice, etc., indicating an unusual circumstance for absence. If a student knows that he/she must be absent on a test day, the student should make arrangements with the instructor to take the test before the absence.

ACADEMIC INTEGRITY

The policies stated in the *York Technical College Catalog and Handbook* will be enforced. Any student violating the policy will be subject to academic discipline. Anyone caught cheating will automatically get a grade of zero for the assignment.

EVALUATION STRATEGIES/GRADING PROCEDURE

A minimum grade of C is required for the Digital Design Certificate.

GRADING SCALE

Module 1

Test	5%
Project(s)	15%

Final Project

Project	35%
Presentation	5%

GRADING SCALE

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = Below 60

Module 2

Test	5%
Project(s)	15%

Module 3

Test	5%
Project(s)	15%

ENTRY-LEVEL SKILLS

The student should be familiar with basic computer operation. The student must be able to read and comprehend assigned material.

PREREQUISITES

ARV 110, ARV 123, ENG 100 and RDG 100 or equivalent – Minimum grade of “C”

RECOMMENDED CO-REQUISITE

CPT 160

Disabilities Statement: Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Special Resources Offices (SR) at 803-327-8007 in the 300 area of Student Services. The SRO coordinates reasonable accommodations for students with documented disabilities.