Course Prefix and Number: ART 102  Credit Hours: 3

Course Title: Design II

Course Prerequisites: ART 101

Textbook(s): Atterberry, Gisele. Design Essentials

Course Description: Continuation of studies in fundamentals of design, emphasizing advanced problems including color theory, product design, and basics of graphic design.

Learning Objectives:

At the end of the course, the student will

A. create basic design with symbols and signage;
B. create logo designs appropriate to the actual business field;
C. identify basic color theory and color schemes; and
D. participate in a group project to create an actual business related graphic design.

To achieve the learning outcomes, the student will
(The letter designations at the end of each statement refer to the learning outcome(s).)

1. apply design components to areas of commercially oriented graphics problems (B and D).
2. utilize typography for graphic design wordage (A).
3. create a symbol that will be universally recognized (A).
4. identify basic color theory and color schemes for logo designs (B and C).
5. assume roles of graphic design company to produce a package design (D).

Course Requirements: Students will participate, master skills, and execute individual projects.

Course Grading Scale: The course uses the Liberal Arts grading scale.

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<tr>
<th>Grade</th>
<th>Score Range</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100</td>
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<td>B</td>
<td>80 – 89</td>
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<td>C</td>
<td>70 – 79</td>
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<td>D</td>
<td>60 – 69</td>
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<td>F</td>
<td>0 – 59</td>
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