

DATE ADOPTED: 1996
DATE REVIEWED: 2003
DATE REVISED: 2003, 2008, 2014



Alabama Department of Postsecondary Education

Representing Alabama's Public Two-Year College System

Jefferson State Community College

ART 253 Graphic Design I

I. ART 253 – Graphic Design I - 3 Semester Hours

II. Course Description

This course is designed to introduce the study of visual communication through design. Emphasis is placed on the application of design principles to projects involving such skills as illustration, layout, typography, and production technology. Upon completion, students should demonstrate knowledge of the fundamentals of art and understanding of the relationship between materials, tools and visual communication.

III. Prerequisite

ART 283, ART 254 or Equivalent

IV. Textbook

Textbook will be choice of the instructor.

V. Course Objectives

- a. Increase understanding of the design principles and theories of animation production.
- b. Develop an understanding of visual communication.
- c. Attain advanced skills in drawing and animation.
- d. Attain advanced skills in the use of industry standard tools for animation.
- e. Create traditional and computer generated animation that is aesthetically appealing based on current industry trends and practices.

VI. Course Activities

Class activities will include lectures and demonstrations via the ACME Distance Learning Sessions and ACME Animation Online. They will also include on campus lectures, critiques, demonstrations, field trips, slides, and video presentations. Advanced

students will increase their knowledge through the efforts of peer tutoring and critiques. Weekly critiques will be required for all students.

VII. Evaluation and Assessment

Grades will be based on the success of each project, the promptness of its completion, sketchbook assignments and the student's demonstration of an ability to comprehend the principles of animation, either vocally or as exhibited in their assignments.

Grades will be given based upon A = 90 – 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%, and F = below 60%.

VIII. General Course Competencies

- a. The Student will expand their knowledge of the design principles and principles of animation.
- b. The Student will gain an understanding of story development.
- c. The Student will develop storyboarding skills.
- d. The Student will improve drawing and animation skills.
- e. The Student will learn techniques of typography and sound synchronization in an animation.
- f. The Student will learn lighting techniques for animation.
- g. The Student will demonstrate knowledge of professional animation tools and applications to enhance animation of a cycle, short, or story.
- h. The Student will learn various techniques of portfolio preparation.

Course Competencies stated in Performance Terms- SLO's

- a. The Student will create an animated short story that effectively applies the proper design principles and principles of animation.
- b. The Student will create a story, character designs, and pose tests.
- c. The Student will develop a storyboard from a story.
- d. The Student will complete animation with lip-sync or sound.
- e. The Student will create animation that implements lighting techniques.
- f. The Student will use professional animation tools and applications to produce an aesthetically appealing animated cycle, short, or animatic.
- g. The Student will critically analyze their work and the work of others using the proper vocabulary and terminology.
- h. The Student will prepare an animation portfolio.

IX. Assessment of Instructional Effectiveness

This section describes how student performance related to specific course objectives is used to assess instructional effectiveness in helping students meet Jefferson State's General Education Objectives. This section does not describe how course grades are determined.

- a. The Student will create an animated short story that effectively applies the proper design principles and principles of animation.
- b. The Student will use professional animation tools and applications to produce an aesthetically appealing animated cycle, short, or animatic.

- c. The Student will critically analyze their work and the work of others using the proper vocabulary and terminology.

General Education Objective

The student will speak effectively in acceptable English with unity of thought and logical arrangement of ideas in suitable modes, choosing appropriate language and tone.

Student comprehension of this task will be measured by way of a rubric used during a student critique of final portfolio.

Use of Findings

The instructor will review results and discuss findings with colleagues as needed.

X. Attendance

Students are expected to attend all classes for which they are registered. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from that class before poor attendance interferes with the student's ability to achieve the objectives required in the course. Withdrawal from class can affect eligibility for federal financial aid.

XI. Statement on Discrimination/Harassment

The College and the Alabama State Board of Education are committed to providing both employment and educational environments free of harassment or discrimination related to an individual's race, color, gender, religion, national origin, age, or disability. Such harassment is a violation of State Board of Education policy. Any practice or behavior that constitutes harassment or discrimination will not be tolerated.

XII. Americans with Disabilities

The Rehabilitation Act of 1973 (Section 504) and the Americans with Disabilities Act of 1990 state that qualified students with disabilities who meet the essential functions and academic requirements are entitled to reasonable accommodations. It is the student's responsibility to provide appropriate disability documentation to the College. The ADA Accommodations office is located in FSC 300 (205-856-7731).