King Saud University
Riyadh Community College
Computer Science Department
Second Semester, 1442

كلية المجتمع

قسم علوم الحاسب

Course Syllabus

Course Title: **Graphic Design**

Course Code: **GRAT 2312**

Course Description:

This course is designed to give the student the skills necessary to realize and value the graphic design industry. Course content includes historical overview, technological advances, common applications, basic graphic design principles, layout and advertising concepts, typographical creativity, common tools and measuring systems. Whether the design is for print, web, or the multimedia, the student will explore the various design concepts that allow a thought, idea or message to be effectively communicated.	تم تصميم هذه المقرر لتزويد الطالب بالمهارات اللازمة لتحقيق وتقييم صناعة التصميم الجرافيكي. يتضمن محتوى المقرر نظرة عامة تاريخية ، والتقدم التكنولوجي ، والتطبيقات المشتركة ، ومبادئ التصميم الجرافيكي الأساسية ، ومفاهيم التصميم والإعلان ، والإبداع المطبعي ، والأدوات المشتركة وأنظمة القياس. وسواء كان التصميم للطباعة أو الويب أو الوسائط المتعددة ، فسوف يستكشف الطالب مفاهيم التصميم المختلفة التي تسمح بنقل الأفكار أو الرسائل أو الرسائل بشكل فعال.

Topics to be Covered

List of Topics	No. of Weeks	Contact hours
History of Graphic Design: Why good design is important Influence of Art Nouveau, Cubism, Bauhaus, German and Swiss design in modern art Understanding the International Typographic Style Review of major influencers in modern design Origins of function determines form and fierce reduction of unnecessary elements	2	8
Utilize picas and points measurement system: Define picas Define points Relationship between pica and point Difference between point systems Page layout measurements in picas and points How pica is used in publishing software How to set pica/point measurement preferences in Photoshop	2	8

Identify type characteristics: Type Demographics Type Legibility Type Copy length Type Serif vs Sans Type Font family size Type Special features Type Media		**2**	**8**
Explore graphic design software: Introduction to Adobe Photoshop Getting Started using Photoshop Working with Images Resizing and Cropping Images Working with Basic Selections Layers Painting in Photoshop	**First Major Exam**	**3**	**12**
Identify mark-up and proofreading symbols Defining mark-up and proofreading symbols The importance of mark-up proofreading symbols? Identify 11 Proofreading and mark-up symbols.		**2**	**8**
Identify graphic design principles Identify the following principles of design: Alignment, Balance, Contrast, Proximity, Repetition, White space, and Composition.	**Second Major Exam**	**2**	**8**
Recognize basic color theory Basic components of the color wheel Creating tints, shades and tones of color Color temperature Finding color harmony using basic color schemes Color psychology Using the color picker in Photoshop Using the Kuler extension in Photoshop Simplifying the process of color selection on a project Applying a color scheme on a project		**2**	**8**
Total		**15**	**60**

Grading Policy:

Assessment	Assessment task (Quiz, Test, Exams)	Week due	Proportion of Final Assessment
1	*Homeworks*	*3,8,11*	*5%*
2	*Quizzes*	*4, 7, 9, 11*	*5%*
3	*Major Exam – I*	*7*	*10%*
4	*Major Exam – II*	*13*	*10%*
5	*Lab exams*	*8,13*	*20%*
6	*Project*	*14*	*10%*
7	*Final Exam*	*16*	*40%*

اسم الكتاب	اسم المؤلف	اسم الناشر	سنة النشر
The Elements of Graphic Design 2nd Edition	Alex W. White	Allworth Press	2011

Attendance policy:

The student presents himself to the denial of entry of the final Exam in the event of his absence by more than 25% of the total lectures and that is the decision of the Council of the College.

Instructor Information:

Name: **EJAZ SHAKEB**

Office Location: **B4 – F5 – R5**

Office Hours: Monday 10.A.M. - 11:50 A.M.;
              Wednesday 10 A.M. – 11:50 A.M.
              Thursday 11 A.M. – 11:50 A.M.

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