Northwestern Connecticut Community College
Course Syllabus

Course Title: Graphic Design I　　　　　**Course #: GRA 151**

COURSE DESCRIPTION
This course will provide an introduction to the principles and processes used in Graphic
Design. It will build on the principles and techniques used in the Design industry today.
Aspects of Graphic Design to be learned include: typography, composition, color theory
brainstorming, creative thinking and problem solving. Design culture and the impact of the
Graphic Design in society will also be discussed.

GOALS
The goal of this course is to educate students on the basics of graphic design. It will familiarize
them with the terms, techniques and professional practices of visual communications. It will
teach students with the use of current Illustration and page layout software. It will employ the
aesthetics of good communication, typography, and hierarchy in design.

OUTCOMES
• To identify various type forms and their configurations
• To understand the use of typographic hierarchy of design
• To discuss the history of typography and graphic design
• To use typography, color and composition to create effective design
• To identify ways of effectively combining type and imagery
• To use type and letterforms in a way that creates meaning, form, texture, and space
• To use type effectively to conceptually communicate an idea