

# COMMERCIAL ART



This program allows students to explore visual communication methods, essential design principles and their own creative processes through a variety of creative situations and visual problem solving challenges. Building upon these explorations, students learn to distinguish and visually develop various graphic elements, ultimately aiming for intelligent integration of photography, digital painting, typography and graphic design into effective unified layouts for magazines, newsletters, brochures, comic books and other two-dimensional printed mass-media materials. In addition to developing their own creative confidence and design skills, students gain a working knowledge of the industry-standard graphic applications Adobe Photoshop, Adobe Illustrator and Adobe InDesign. If college level work is attained, student may earn up to 9 LCC credits.

**Program Location:**

*LCC West Campus*

**Session Offered:** *PM*

**Average Lecture Days/Week:** *2-3 days*

**Average Lab Days/Week:** *2-3 days*

**Homework:** *Rarely*

**Required reading:**

*Manuals*

*E-books and/or internet information*

**LCC Credits Available:** *9*

*(If college level work is attained)*

**Student learning outcomes include but are not limited to:**

- Describe and interpret how visual images are used to communicate social, cultural, and industrial themes and messages
- Define and examine the nature of visual communications, and how changes in communication theories/technologies have affected the dissemination of information throughout history
- Develop effective solutions to two-dimensional design problems using the elements of design, including line, shape, form, texture, space, value, and color (subtractive and additive), and the organizing principles of design including balance, emphasis, rhythm, repetition, variety, movement, scale/proportion
- Design and produce thumbnail sketches, rough layouts, and comprehensive design solutions utilizing hand-rendering and computer software
- Differentiate the historical classifications of type
- Identify and utilize text type measurements: fonts, points, picas, letter spacing, word spacing, leading, line length, type alignment, paragraph indication, grids, punctuation, ligatures, and drop and initial caps
- Compare and contrast type families, type styles, and specified type face choices
- Produce concepts through research and idea development from start to finish, focusing on economy of design, clarity, and simplicity
- Apply technical skills and proficiency gained in coursework in all design projects through the utilization of materials and equipment used by the graphic designer
- Recognize and describe the current technological aspects of graphic design, the responsibilities of the graphic designer, and the career options

*Eaton Intermediate does not discriminate on the basis of race, color, national origin, sex, age, or disability in its programs and activities. Civil Rights Coordinators are located at 1790 E. Packard Hwy, Charlotte Michigan to handle inquiries regarding the nondiscrimination policies. Telephone (517) 543-5500.*

## HIGH SCHOOL/COLLEGE CREDIT

The primary focus of the Eaton Intermediate School District Career Preparation Center is to enhance a student's high school curriculum by providing an opportunity to learn a technical trade and/or to obtain a head start on a post-secondary education.

All students completing an Eaton Intermediate School District's Career Center program at Lansing Community College **have the opportunity** to earn either direct or articulated college credit while completing their high school program if specific criteria are met.

LCC credit is awarded to a student who: a) completes the high school career and technical education course with a minimum of a "C" average; b) meets the performance objectives for a specific Lansing Community College course; and, c) passes the college course final examinations, if one is required. These credits are shown as numerical grades on the student's LCC transcript. Transcripts may be requested through Lansing Community College Enrollment Services Department by August following course completion.

The courses listed below show the possible LCC college credits that may be available to high school students taking an EISD Career Preparation Program.

## COMMERCIAL ART

### **ARTS 102 Design & Communication**

**3 LCC Credits**

An examination of visual communications theory, process and history. Students will study the universal elements and principles of two-dimensional design and their applications in monochromatic, color, still, and time-based media.

### **ARTS 162 Typography**

**3 LCC Credits**

An introduction to the use of type in visual communication with an emphasis on creativity and problem solving. Students will be introduced to the tools and materials of manual and vector-based digital type techniques necessary to professionally use type.

### **ARTS 175 Electronic Design**

**3 LCC Credits**

An introduction to page layout software and vector-based illustration software programs. Emphasis is on using electronic publishing applications for design.