

COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Graphic Design Principles

Course Code 020902115

Credit Hours 3 (3 Theoretical, 0 Practical)

Prerequisite

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

- **Main reference:**
 1. Graphic Design, Ramzi Muhammad Al-Arabi, The Arab Society Library for Publishing and Distribution, 2011
- **References and other books:**
 1. Introduction to Graphic Design - Arab Society Library.
 2. Print and graphic achievement (printing equipment) by a group of workers and specialists - Dar Al Muthalath - Egypt.
 3. Printing and typography of newspapers - Ashraf Mahmoud Saleh - Egypt.
 4. Printing between specifications and quality - Ali Rashwan - Dar Al Maaref - Cairo.
 5. Philip Meggs, A History of Graphic Design, 3rd Edition, Jphn Wiley & Sons. Inc, 1998.
 6. Jose' M.Parramo'n: Lettering &Logotypes, Watson Guptill, New York, 1991m 40,1.
 7. Bertrand Russel, Histoire de la philosophie. Occidentale, Gallimard, 1952

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the knowledge about basic terminology and graphic design principles, and introduction to the fundamentals of design that lead to the discovery and comprehension of

visual communication. And it also provides various examples of design principles that makes students to apply inspiration and creativity to their own design work.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain the principles of design elements in graphic design
- Explain the foundations of artistic design and its application
- Apply design principles to various design applications
- Explain the concept of the product design project

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain and identify design elements in visual communication
- **CLO2.** Explain and identify design applications
- **CLO3.** Explain and identify the concept and properties of the image
- **CLO4.** Apply principles of aesthetics to graphic design
- **CLO5.** Apply successful design examples to various design fields
- **CLO6.** Complete product promotion project with design artwork

COURSE SYLLABUS

Week	topic	Topic details	Related LO (chapter)	Proposed assignments
1	Design elements and how to use them in visual communication	<ul style="list-style-type: none"> • Recognizing the design elements of points, lines, areas, blocks, spaces and colors. 	CLO1	
2	Apply design elements	<ul style="list-style-type: none"> • Learn how to employ design elements in graphic design 	CLO1	
3	The foundations of artistic design and how to use it in design	<ul style="list-style-type: none"> • Identify the basics of technical design from the unit balance, proportion, rhythm and contrast. 	CLO2	
4	Apply design elements at advertisements	<ul style="list-style-type: none"> • Employing the basics of design in the field of graphic design, including advertisements and promotional media. 	CLO2	
5	Image sizes	<ul style="list-style-type: none"> • Identify the types of images that are used in graphic design 	CLO3	



6	Image types, and properties	<ul style="list-style-type: none"> Save images and their types. 	CLO3	
7	Art Direction 1	<ul style="list-style-type: none"> Artistic principles. 	CLO4	
8		<ul style="list-style-type: none"> Mede term exam 		
9	Art Direction 2	<ul style="list-style-type: none"> Rules for using images in artistic direction and publications, and headline writing skills. 	CLO4	
10	Design success foundations	<ul style="list-style-type: none"> The foundations of design success. 	CLO5	
11	Techniques of design 1	<ul style="list-style-type: none"> Techniques for attracting viewers to advertisements. 	CLO5	
12	Techniques of design 2	<ul style="list-style-type: none"> Techniques for attracting viewers to illustrator 	CLO5	
13	Techniques of design 3	<ul style="list-style-type: none"> Techniques for attracting viewers to graphic designs. 	CLO5	
14	Theoretical projects about product promotion	<ul style="list-style-type: none"> That the students conduct theoretical discussions and research on ways to promote. 	CLO6	
15	Explain and plan product design and project promotion	<ul style="list-style-type: none"> That the students conduct theoretical discussions and research on ways to designing and market goods. 	CLO6	
16		<ul style="list-style-type: none"> Final exam 		

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions

ONLINE RESOURCES

- <https://edu.gcfglobal.org/en/beginning-graphic-design/>

ASSESSMENT TOOLS



Assessment Tools	%
Projects and Quizzes	20%
MID Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES

ATTENDANCE RULES

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

GRADING SYSTEM

Example:

Course Marks Average		
Average	Maximum	Minimum
Excellent	100%	90%
Very Good	89%	80%
Good	79%	70%
Satisfactory	69%	60%
Weak	59%	50%
Failed	49%	35%

REMARKS

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COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	