

**COURSE INFO**

- GRAPH 160
- Term 3
- Mondays/Wednesdays: 11:30 AM - 2:00 PM
- Prerequisites: DESIGN 101 - Design Fundamentals

**INSTRUCTOR INFO**

- Luis Merino
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- (702) 530-5858 (call or text)
- Office hours: By appointment
- Also teaching: DESIGN 140 / DESIGN 275

**COURSE DESCRIPTION**

- This course examines complex and multi-faceted commercial design problems as means of developing dynamic and innovative solutions.
- Design projects are analyzed according to their conceptual and graphical composition, and are developed to effectively and creatively communicate a message to a specific audience.

**LEARNING OBJECTIVES**

- Incorporate the terminology and principles of graphic design into project work and process;
- Discuss concepts and theories relevant to the design process and creatively communicate a message to a specific audience;
- Demonstrate and apply the procedures and processes involved in development of a graphic design project, inclusive of the facets of concept development, planning, production and presentation;
- Apply graphic design skills and aesthetics to commercial and / or advertising class-based projects incorporating the use of proper materials and techniques; and
- Provide peer review and critique of graphic design work presented in class.

**REQUIRED TEXTBOOK**

- Landa, Robin. GRAPHIC DESIGN SOLUTIONS. 4th ed. / 2010 / Thompson Delmar Learning / ISBN-13: 978-0495897705 / ISBN-10: 0495897701