

## ART136 : Graphic Design: Identity And Logo Development

### General Information

Author:	<ul style="list-style-type: none"><li>Rebecca Hillquist</li></ul>
Course Code (CB01) :	ART136
Course Title (CB02) :	Graphic Design: Identity And Logo Development
Department:	ART
Proposal Start:	Spring 2025
TOP Code (CB03) :	(1030.00) Graphic Art and Design
CIP Code:	(50.0409) Graphic Design.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000555825
Curriculum Committee Approval Date:	03/27/2024
Board of Trustees Approval Date:	06/18/2024
Last Cyclical Review Date:	03/27/2024
Course Description and Course Note:	ART 136 helps students create logos as distinctive symbols, incorporating design principles to create effective visual communication. Students gain insight into current design practices through learning historic and contemporary logos and identity systems. Students will create style manuals and collateral applications for corporate businesses. Developing verbal and visual presentation skills to communicate with future clients is a priority. Critiques focus on appropriate solutions, visual interest, and craftsmanship.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none"><li>Credit</li></ul>
Author:	<ul style="list-style-type: none"><li>Rebecca Hillquist</li></ul>

### Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none"><li>Art</li></ul>
Alternate Discipline:	No value
Alternate Discipline:	No value

### Course Development

<b>Basic Skill Status (CB08)</b> Course is not a basic skills course. <input type="checkbox"/> Allow Students to Gain Credit by Exam/Challenge	<b>Course Special Class Status (CB13)</b> Course is not a special class. <b>Pre-Collegiate Level (CB21)</b> Not applicable.	<b>Grading Basis</b> <ul style="list-style-type: none"><li>Grade with Pass / No-Pass Option</li></ul> <b>Course Support Course Status (CB26)</b> Course is not a support course
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## Transferability & Gen. Ed. Options

### General Education Status (CB25)

Not Applicable

### Transferability

Transferable to CSU only

### Transferability Status

Approved

## Units and Hours

### Summary

<b>Minimum Credit Units (CB07)</b>	3
<b>Maximum Credit Units (CB06)</b>	3
<b>Total Course In-Class (Contact) Hours</b>	90
<b>Total Course Out-of-Class Hours</b>	72
<b>Total Student Learning Hours</b>	162

### Credit / Non-Credit Options

#### Course Type (CB04)

Credit - Degree Applicable

#### Noncredit Course Category (CB22)

Credit Course.

#### Noncredit Special Characteristics

No Value

#### Course Classification Code (CB11)

Credit Course.

Variable Credit Course

#### Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

### Weekly Student Hours

	In Class	Out of Class
Lecture Hours	2	4
Laboratory Hours	3	0
Studio Hours	0	0

### Course Student Hours

<b>Course Duration (Weeks)</b>	18
<b>Hours per unit divisor</b>	0
<b>Course In-Class (Contact) Hours</b>	
Lecture	36
Laboratory	54
Studio	0
<b>Total</b>	90
<b>Course Out-of-Class Hours</b>	
Lecture	72
Laboratory	0
Studio	0
<b>Total</b>	72

## Time Commitment Notes for Students

No value

## Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
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No Value	No Value	No Value	No Value
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## Pre-requisites, Co-requisites, Anti-requisites and Advisories

### Prerequisite

ART135 - Graphic Design: Digital Publication

#### Objectives

- Explain intermediate level graphic design concepts.
- Relate advanced knowledge and understanding of graphic design layout software.
- Demonstrate a functional understanding of relevant graphic design, print and electronic publication (EPUB) standards.

OR

### Co-Requisite

ART135 - Graphic Design: Digital Publication

(ART 135 can be taken concurrently)

AND

### Advisory

ART132 - Graphic Design: Typography

#### Objectives

- Explain the history of typography including major type families, designers, and style movements.
- Explain the rules, vocabulary and anatomy of type and letterforms.
- Practice the principles of typographic visual organization.
- Explore the impact of typographic solutions on visual communication.
- Develop an aesthetic appreciation of typography as both text and display.
- Discuss, critique and evaluate their own compositions, as well as those of their classmates.

OR

### Advisory

ART133 - Graphic Design: Digital Illustration

#### Objectives

- Create a high contrast black and white illustration.
- Create an illustration using values of black and white.
- Create a one-color illustration.
- Create a two-color illustration.
- Define basic Illustrator tools.
- Create and save new documents and artboards.
- Create simple geometric shapes with Illustrator.
- Create complex shapes using the pen and pencil tool.
- Create and reshape paths.
- Control various anchor points.
- Control fill and stroke tools for basic color.
- Create and control layers.
- Create color gradients.
- Create compound paths.
- Create, style, and edit type.

OR

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## **Advisory**

ART134 - Graphic Design: Foundations

### **Objectives**

- Explain foundation level graphic design concepts.
  - Relate a functional knowledge and understanding of graphic design project creation.
  - Outline a practical overview and understanding of client requirements.
  - Cultivate a functional understanding of relevant graphic design standards.
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## **Entry Standards**

Entry Standards

Exhibit a basic understanding of various problem-solving methods.

## **Course Limitations**

Cross Listed or Equivalent Course

## Specifications

### Methods of Instruction

Methods of Instruction                      Lecture

Methods of Instruction                      Laboratory

Methods of Instruction                      Demonstrations

### Out of Class Assignments

- Journal (e.g. examples of sketches, and any preliminary versions of the project as well as research on assigned topics)
- Topic driven assignments (e.g. demonstration of logo development tools, system dynamics, logo development classifications and strategies)

### Methods of Evaluation

### Rationale

Project/Portfolio

Topic driven assignments

Evaluation

Critiques and evaluation of assigned projects

Exam/Quiz/Test

Midterm exam

Project/Portfolio

Final logo design projects

### Textbook Rationale

No Value

### Textbooks

Author	Title	Publisher	Date	ISBN
by George Bokhua	Principles of Logo Design: A Practical Guide to Creating Effective Signs, Symbols, and Icons	Rockport Publishers	August 2, 2022	978-0760376515

### Other Instructional Materials (i.e. OER, handouts)

No Value

### Materials Fee

No value

## Learning Outcomes and Objectives

### Course Objectives

Use logo design principles and historical influences within logo development.

Create a logo and usage system from an assessment of client needs obtained through successful client dialogue.

Use visual layout techniques within industry standard software to create and display logo identity projects.

Identify appropriate color usage within logo development.

Create typography appropriate for a logo identity.

Analyze image quality and determine necessary enhancements.

## SLOs

### Develop solutions to assignments incorporating the critical elements of Graphic Design identity development.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
<i>ART</i> Studio Arts	Demonstrate intermediate mastery in a range of 2D/3D visual media
	Employ basic concepts in 2D design and drawing, or 3D design and drawing-for-sculpture; create portfolio ready, original artworks
<i>ART</i> Art - Certificate	Demonstrate skill in a broad range of media, materials and processes
<i>ART</i> Art - A.S. Degree Major	Demonstrate skill in a broad range of media, materials and processes
<i>ART</i> Visual Arts: Graphic Design - A.A. Degree Major (NIC)	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Graphic Design - A.A. Degree Major	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Graphic Design - Certificate	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Graphic Design A.A. Degree	Develop curriculum incorporating the critical elements of Graphic Design.
	Develop curriculum incorporating the industry standard technical elements of Graphic Design.
<i>ART</i> Graphic Design Certificate	Develop curriculum incorporating the critical elements of Graphic Design.
	Develop curriculum incorporating the industry standard technical elements of Graphic Design.

### Demonstrate knowledge and technical skill in Graphic Design software and concepts.

Expected Outcome Performance: 70.0

*ILOs*  
Core ILOs

Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.

Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.

*ART*  
Studio Arts

Demonstrate intermediate mastery in a range of 2D/3D visual media

Employ basic concepts in 2D design and drawing, or 3D design and drawing-for-sculpture; create portfolio ready, original artworks

*ART*  
Art - A.S. Degree Major

Demonstrate skill in a broad range of media, materials and processes

*ART*  
Art - Certificate

Demonstrate skill in a broad range of media, materials and processes

*ART*  
Visual Arts: Graphic Design - A.A.  
Degree Major (NIC)

Develop and incorporate critical elements of Graphic Design curriculum

Develop and incorporate industry standards of technical elements of Graphic Design

*ART*  
Graphic Design - A.A. Degree  
Major

Develop and incorporate critical elements of Graphic Design curriculum

Develop and incorporate industry standards of technical elements of Graphic Design

*ART*  
Graphic Design - Certificate

Develop and incorporate critical elements of Graphic Design curriculum

Develop and incorporate industry standards of technical elements of Graphic Design

*ART*  
Graphic Design A.A. Degree

Develop curriculum incorporating the critical elements of Graphic Design.

Develop curriculum incorporating the industry standard technical elements of Graphic Design.

*ART*  
Graphic Design Certificate

Develop curriculum incorporating the critical elements of Graphic Design.

Develop curriculum incorporating the industry standard technical elements of Graphic Design.

## Additional SLO Information

**Does this proposal include revisions that might improve student attainment of course learning outcomes?**

No

**Is this proposal submitted in response to learning outcomes assessment data?**

No

**If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.**

No Value

**SLO Evidence**

No Value

## Course Content

Lecture Content

**The History and Strategy of Logo Design (4 hours)**

- Examination of ownership, origin and identity
- Historical timeline of logo development

**Logo Classifications (9 hours)**

- Mark, trademark, and signature
- Wordmark, symbol, and monogram
- Culmination of identity systems
- Identity is not a brand

**Logo Development Strategies (4 hours)**

- Visual answers and strategy
- Inspiration found within limitations
- Mnemonic value

**Logo Development Rules (4 hours)**

- Pose a question
- Design for longevity
- Logo as the foundation of a system
- Design for a variety of media
- Designer and client roles, and maintaining a clear vision

**Logo Development Tools (5 hours)**

- Typography
- Color/Image Iconography
- Shape
- Hierarchy and scale

**Static versus changeable System Dynamics (3 hours)**

- Consistency of concept
- Clarity of message
- Accommodating the client
- Flexibility for users

**Logos (3 hours)**

- Rollout
- Anatomy of a standards manual
- Examination of case studies

**Vector Software within Logo Creation (4 hours)**

- Creation of typographic solutions
- Creation and control of color
- Creation of shape

**Total hours: 36**

**Laboratory/Studio Content****Development strategies (7 hours)**

- Understanding & researching a target audience
- Brainstorming
- Sketching & Re-Sketching
- Creating Vector Graphics
- Testing The Design
- Finalizing the Logo

**Logo development tools (12 hours)**

- Logo design workspace
- Vector drawing tools
- Creating and applying a color palette

**Strategies for presentation and approval (10 hours)**

- Present the story behind the logo
- Saying no to multiple design concepts
- Demonstrating the features of the logo
- Providing a written description for your design

**Balancing solutions for client and user (7 hours)**

- Business goals within user centered design
- Researching the brand
- Client interviews and questionnaires

**Local and international application (6 hours)**

- Cultural and Contextual Relevance
- Minimalism and simplicity
- Versatile logo systems

**Building dynamic identity application (12 hours)**

- Responsive and dynamic logos
- Animated and interactive logos
- Integration of augmented reality (AR)

**Total hours: 54**

## Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

**GCC Major Requirements**

No Value

**GCC General Education Graduation Requirements**

No Value

**Repeatability**

Not Repeatable

**Justification (if repeatable was chosen above)**

No Value

## Resources

**Did you contact your departmental library liaison?**

No

**If yes, who is your departmental library liaison?**

No Value

**Did you contact the DEIA liaison?**

No

**Were there any DEIA changes made to this outline?**

Yes

**If yes, in what areas were these changes made:**

- Course Content
- Textbook(s)

**Will any additional resources be needed for this course? (Click all that apply)**

- No

If additional resources are needed, add a brief description and cost in the box provided.

No Value