ENVIRONMENTAL APPLICATIONS OF GRAPHIC DESIGN
Course Syllabus

Course Number: VA-0198
OCAS Code: None
Course Length: 60 Hours

Career Cluster: Arts, A/V Technology & Communications
Career Pathway: Visual Arts
Career Major(s): Visual Graphic Design
Pre-requisite(s): None

Course Description: The students learn to apply the fundamentals of design and color principals to the complete environment. This Graphic Design is a course designed to prepare students to perform Graphic Design tasks under the supervision of an experienced worker. A student receives instruction in computer and operating environment, tools, measurement, math, copyright laws, photography, graphic design, desktop publishing, converting print media to the web, and employability skills.

Textbooks/resources: TBD - Will depend on project chosen by students and instructor.

Course Objectives:

A. Introduction to Environmental Graphic Design
   1. Review computer usage, tools, measurement, math, copyright, photography, etc.
   2. Discuss the usage and effect of color, symbols and typography in environmental graphic design.
   3. Compare various types of branding.
   4. Study architectural graphics and signage in a built environment.
   5. Describe the importance of ADA compliance; note examples..
   6. Identify visual clues and directional hierarchy used for wayfinding in an urban environment.
   7. Discuss the wide range of techniques and materials used for environmental graphics.
   8. Communicate a narrative visually through the design of space, objects, graphics and interactivity.

B. Work with Industry or Community Representative in One or More of the Following Projects:
   1. Plan team project that demonstrates skills in graphic design to market a branded identity for a retail environment.
   2. Create a practical, artistically unique sign for a building or complex that communicates a message or direction quickly and clearly.
   3. Help school, company, or organization map out appropriate signage for ADA Compliance.
   4. Research, plan and create an exhibition design.
   5. Other requested outside project -- as approved by instructor.
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All objectives are instructor developed.

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance. 2. Each course must be passed with seventy (70%) percent or better. 3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/ College Credit: The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.