

GD 101: GRAPHIC DESIGN I

Proposer:**Name:**

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Effective Term:

Fall 2026

Does this course use a CA Common Course Number

No

Credit Status:

Credit - Degree Applicable

Subject:

GD - Graphic Design

Course Number:

101

Discipline:

And/Or	(Discipline)
		Graphic Arts	

Catalog Title

Graphic Design I

COS Course Description

This class introduces the basics of creating graphic design projects. Students will learn fundamentals and theory of visual communication. Students will explore basic typography, color theory and composition with an overview of professional language and tools. Projects include basic layout design and grid systems, logo design, corporate identity systems and poster/ad layout as well as basic technical illustration assignments.

Advisory on Recommended Preparation:

ART 006, ART 008, and GD 100 or equivalent college course with a minimum grade of C

Method of Instruction:

Distance Education

Laboratory

Lecture and/or Discussion

Course Units/Hours:**Course Units Minimum:**

3

Lecture Hours Minimum (week)

2

Lab Hours Minimum (week)

3

Total Contact Hours Minimum (semester)

87.5

Total Outside Hours Minimum (semester)

70

Total Student Learning Minimum Hours (semester)

157.5

Repeatability:

No

Open Entry/Exit:

No

Field Trips:

Not Required

Grade Mode:

Standard Letter

TOP Code:

103000 - * Graphic Art and Design

SAM Code:

C - Clearly Occupational

Course Content

COS Methods of Evaluation:

Essay quizzes or exams
Multiple choice tests
Portfolio Evaluation
Project
Skill demonstrations

COS Course Topics:

COS Course Topics	
1	Principles and Elements of Graphic Design
2	Fundamentals and Application of Gestalt Theory
3	Introduction to Typography
4	Semiotics and Iconography
5	Branding and Identity

COS Course Objectives:

COS Course Objectives	
1	Students will prepare original designs based on design briefs from thumbnail sketches and design prototypes.
2	Demonstrate the basic principles and elements of graphic design by converting and revising designs for multiple genres/ project purposes.
3	Students will use professional design terminology to describe project development and design thinking.
4	Using industry standard software, students will be able to communicate and defend design choices in project critique.

Course Outcomes:

Course Outcomes	
1	Students will be able to defend the principles of graphic design to basic design projects using industry standard software.
2	Students will be able to elaborate and create original designs in specific purposes and disciplines.
3	Students will be able to convert and revise designs for multiple project uses.
4	Students will be able to correctly use design nomenclature, tools and software skills to describe design projects.

Assignments:

Assignment Type:	Details
Reading	In a typical reading assignment students would read text from an assignment document prepared by the instructor on the principles of graphic design to discuss topic at next class.
Writing	In a typical writing assignment students would explain their application of the basic principles of graphic design skills on for a particular media type given be the instructor.
Homework	In a possible homework assignment students will apply basic principles of graphic design to create a thumbnail sketch for a particular media type given be the instructor.
Lab	In a possible lab assignment students using industry standard software students will demonstrate and defend the basic principles of graphic design skills to prepare artwork from their thumbnail sketch for a particular media type given be the instructor.

Representative Texts, Manuals, and/or OER that is equivalent, Other Support Materials:

Texts used by individual institutions and even individual sections will vary. The list of representative texts must include at least one text with a publication date within five (5) years of the course outline approval date.

COS Textbooks or other support materials

Resource Type:	Details
Books	The Elements of Graphic Design by Alex W. White Publisher: Allworth; 3rd edition (August 30, 2022) ISBN-10: 1621 537595 ISBN-13: 978-1621 537595

Equity Review:

Yes

Transferable to CSU

Yes - Approved

Other Degree Attributes

Degree Applicable
Not a Basic Skills Course

Materials Fee:

25

Distance Learning Addendum

GD101_DLA_Form_FA24.pdf

Additional Attachment

GD101_DLA_Form_FA24.pdf

Banner Title:

Graphic Design I

Curriculum Committee Approval Date:

03/05/2025

Academic Senate Approval Date:

04/09/2025

District Governing Board Approval Date:

04/21/2025

Course Control Number:

CCC000608219

