



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	AHSD
Course Number:	553
Descriptive Title:	High School Graphic Art Design
Division:	Adult High School Diploma
Department:	Adult High School Diploma
Course Disciplines:	Adult High School Diploma
Catalog Description:	This course provides students with an introduction to the field of graphic design. Topics include fundamental design principles, process, typography, imagery, composition, visual communication, and presentation. Successful completion of this course contributes to progress toward a high school diploma or equivalent. From 1-10 high school credits can be earned in 15-hour modules. Note: This course is open entry/open exit.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	
Enrollment Limitation:	
Hours Lecture (per week):	.83 to 8.33
Hours Laboratory (per week):	0
Outside Study Hours:	1.66 to 16.66
Total Course Hours:	15 to 150
Course Units:	0 units
Grading Method:	Pass/No Pass/SP
Credit Status:	Noncredit
Transfer CSU:	No
Effective Date:	
Transfer UC:	No
Effective Date:	
General Education:	ECC
Term:	
Other:	
CSU GE:	
Term:	
Other:	
IGETC:	
Term:	

Other:	
Cal-GETC:	
Term:	
Other:	
Student Learning Outcomes:	Upon completion of the course, students will be able to: 1. explain fundamental concepts and principles of graphic design. 2. apply the creative problem-solving process to design print and digital compositions that successfully communicate an intended message. 3. present, evaluate, receive constructive feedback and iterate design work in response to an objective set of criteria.
Course Objectives:	1. Define the basic vocabulary of visual language and 2D Design principles. 2. Identify design objectives and summarize client goals. 3. Demonstrate the application of the design process: research, thumbnails, rough and comps. 4. Identify the functions of various digital design software. 5. Create graphic design solutions employing formal design principles through the combination of typography, imagery, and color theory within client specifications. 6. Demonstrate industry presentation standards. 7. Critique professional and academic design projects according to design standards, and client objectives.
Major Topics:	Note that this is high school level content: I. Introduction to graphic design A. What is graphic design? B. The graphic design profession II. Graphic design basics A. Formal elements B. Principles of design C. Scale and proportion D. Mathematical ratios and proportional systems E. Illusion and the manipulation of graphic space III. Typography A. Nomenclature and anatomy B. Alignment C. Designing with type D. Spacing E. Mixing typefaces IV. Visual Communication A. Iterative Design Process: research, concept, thumbnails, roughs

	B. Defining audience, objectives, messaging, and intended/interpreted meaning C. Layout type and imagery with apposite design software D. Presentation and Feedback approaches V. Posters A. Design process in practice B. Messaging hierarchies, layout and composition techniques C. Critique, Iterations, and presentations D. Execution for print and digital mockups VI. Brand Identity A. Design Process in practice B. Logos, marks, visual systems, guidelines C. Critique, Iterations, and presentations D. Execution for print and digital mockups
Total Lecture Hours:	15 to 150
Total Laboratory Hours:	0
Total Hours:	15 to 150
A.1. Primary Methods of Evaluation (Part 1 - CCN courses only):	
A.2. Primary Method of Evaluation (Part 2 - all courses; choose one):	3) Skills demonstration
Typical Assignment Using Primary Method of Evaluation:	Make a list of the seven font families and provide two examples of each family.
Critical Thinking Assignment 1:	Design a brand identity system: logo, type, color, and imagery usage. Consider design principles and elements to bring the brand to life, creating a print, and digital design solution. e.g. Restaurant logo, print menu and homepage comp.
Critical Thinking Assignment 2:	Design a 3x4 poster that incorporates design elements from previous lectures. Your poster should utilize the golden ratio and incorporate two distinct typefaces in a visually pleasing manner.
Other Evaluation Methods:	Essay Exams, Matching Items, Multiple Choice, Objective Exam, Performance Exams, Presentation, Quizzes, Written Homework
Instructional Methods:	Demonstration, Discussion, Group Activities, Lecture, Multimedia presentations
If other:	
Work Outside of Class:	Answer questions, Required reading, Skill practice, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Texts:	Landa, Robin. <i>Graphic Design Solutions</i> , 6th edition. Cengage, 2019. [Discipline Standard]
Alternative Texts:	
Required Supplementary Readings:	
Other Required Materials:	

Requisite:	
Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Matthew Kline
Date:	04/02/2024
Original Board Approval Date:	01/13/2025
Last Reviewed and/or Revised by:	Matt Kline
Date:	03/06/2026
Last Board Approval Date:	05/20/2026
Effective Term:	FA 2026