



**NEW JERSEY INSTITUTE OF TECHNOLOGY  
COLLEGE OF ARCHITECTURE AND DESIGN**

### **GRAPHIC DESIGN**

**COURSE:** AD 150 – Color and Composition (3 credits)  
**PROGRAM:** Foundation/School of Art + Design  
**LOCATION:** First semester first year/fall term (undergraduate)  
**INSTRUCTOR:** Glenn Goldman

**DESCRIPTION:** The foundation-level course serves as a multiple media introduction to two-dimensional design, color theory, and two-dimensional digital graphics (raster and vector) in the context of image creation and image processing. Subjects include basic principles of design, color models and mixing in both traditional and digital mediums, and graphic design. Principles are discussed in the context of architecture, interior design, entertainment, advertising/marketing, package design, industrial design, and fine art.

**PROJECT:** Graphic Design/Package Design. Create a package design and advertisement suitable for a magazine for a product of the student's choice. (Note: the redesign of an existing product line is not permitted.) All work must be original and no images or photographs other than those created by the student may be used. Industrial Design/Product Design students are encouraged to use products of their own creation.

**REQUIREMENTS:** During the last three weeks of the term, and concurrent with individual research projects, students are given a series of options to create work that demonstrates an understanding and basic facility with two-dimensional design, color, and text. All work is created digitally and students may use two-dimensional applications for painting (*Corel Painter*), drawing and compositing (*Corel Draw* and *Adobe Illustrator*), and image processing (*Corel PaintShop Pro* and *Adobe Photoshop*). Advertisements are designed for 8 ½" x 11" print media, and packages must be designed in one-piece "fold-out" format.

**OBJECTIVES:** (1) Provide further opportunity to explore issues of composition and color. (2) Provide opportunity to continue development of craft and quality. (3) To provide exposure to, and increase familiarity with, a reflective and iterative design process. (4) To provide exposure to issues found in marketing, advertising, and branding. (5) To provide an initial opportunity to design a project with requirements and evaluative criteria similar to those found in the various professions/programs contained in the School of Art + Design. (6) To encourage an entrepreneurial orientation by providing an opportunity for industrial design students to relate basic 2D graphic design principles to professional demands of packaging and marketing of their own designs.

**REFERENCES:** (1) AdamsMorioka and Terry Stone. *Color Design Workbook: A Real-World Guide to Using Color in Graphic Design*. (Beverly, MA: Rockport Publishers, 2006). (2) Bevlin, Marjorie Elliott. *Design Through Discovery: An Introduction to Art and Design/6th Edition*. (Belmont, California: Wadsworth Group/Thomson Learning, 1994). (3) Cabarga, Leslie. *The Designer's Guide to Color Combinations: 500+ Historic and Modern Color Formulas in CMYK*. (Cincinnati, Ohio: North Light Books, 1999). (4) Elam, Kimberly. *Geometry of Design*. (New York: Princeton Architectural Press, 2001). (5) Elam, Kimberly, *Grid Systems*. (New York: Princeton Architectural Press, 2004). (6) Eiseman, Leatrice. *Pantone Guide to Communicating with Color*. (Cincinnati, Ohio: North Light Books, 2000). (7) Feill, Charlotte and Peter Feill. *Graphic Design for the 21st Century*. (Köln, Germany: Taschen, 2005). (8) Feisner, Edith Anderson. *Color Studies*. New York: Fairchild Publications, 2001). (9) Holtzschue, Linda. *Understanding Color: An Introduction for Designers/4th Edition*. (New York: Wiley & Sons, 2011). (10) Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. (New York: Princeton Architectural Press, 2008). (11) Sutherland, Rick and Barb Karg. *Graphic Designer's Color Handbook: Choosing and Using Color from Concept to Final Output*. (Gloucester, Massachusetts: Rockport Publishers, 2003). (12) Triedman, Karen and Cheryl Dangel Cullen. *Color Graphics: The Power of Color in Graphic Design*. (Gloucester, Massachusetts: Rockport Publishers, Inc., 2002).