



Basic Course Information

Semester:	Winter 2026	Instructor Name:	Jose B. Olmedo
Course Title & #:	Graphic Design Art 160	Email:	jose.olmedo@imperial.edu
CRN #:	15168	Webpage (optional):	N/A
Classroom:	802	Office #:	N/A
Class Dates:	Jan. 5 – Feb. 4	Office Hours:	N/A
Class Days:	Monday through Friday	Office Phone #:	N/A
Class Times:	6:00-9:45pm	Emergency Contact:	760 2343515
Units:	3.0	Class Format/Modality:	Face to face on ground

Course Description

This is an introductory class in graphic design, with an emphasis on communicating ideas visually through the use of traditional graphic design means (thumbnail sketches, comprehensive layouts, typography, and presentation skills). (C-ID ARTS 250)

Course Prerequisite(s) and/or Corequisite(s)

Drawing ART 120

Student Learning Outcomes

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to: 1. Develop a portfolio of graphic designs suitable for presentation for employment in the field or to a client for freelance work. (LO1, ILO2, ILO3, ILO5) 2. Present, discuss and critique work in a coherent manner. (ILO1, ILO2, ILO5) 3. Write a descriptive essay on a contemporary design. (ISLO1, ISLO3, ISO5)

Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. The student will produce black and white and/or color advertisements, and collateral and related designs that demonstrate the development of technical skills in the use of felt tip pens and markers, technical pens and comprehensive materials.
2. The student will demonstrate an understanding of theories and techniques of design and composition through the use of positive and negative shape relationships, grid systems, symmetrical and the visual elements.
3. The student will develop trademarks and/or logos that reflect an ability to create and implement effective graphic symbols.
4. The student will demonstrate a basic vocabulary related to graphic design, typography, production and printing in exams or essays and during class critiques and discussions.
5. The student will utilize the class critique process to demonstrate an awareness of presentation techniques and an ability to communicate graphic design concepts.
6. The student will demonstrate the ability to define, analyze and solve problems in visual communications



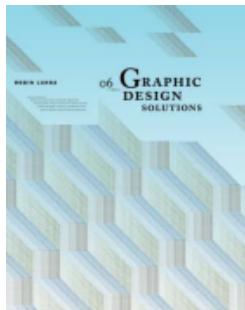
through assignments stressing concept development, interpretation of limited parameters, and interpretation of written instructions and visual solutions.

7. Working independently and in team situations, the student will demonstrate concept visualization and execution of a graphic design product.

8. The student will learn concept development as it relates to digital and time-based art.

Textbooks & Other Resources or Links

Graphic Design Solutions, Robin Landa ISBN-13: 978-1337554053



Course Requirements and Instructional Methods

- A student who fails to attend the first meeting of a class will be dropped by the instructor as of the first official meeting of that class. **If you miss the first day of class, please contact the instructor. That will serve as an official engagement with the class.** If you have been dropped and wish for readmission, your status will be the same as that of any other student who desires to add a class. **It is the student's responsibility to drop or officially withdraw from the class.** See [General Catalog](#) for details.
- Regular attendance in all classes is expected of all students. A student whose continuous, unexcused absences exceed the number of hours the class is scheduled to meet per week may be dropped.
- **If you have an emergency, illness or some other problem which prevents you from attending, please contact your instructor so I can work with you.**
- Absences attributed to the representation of the college at officially approved events (conferences, contests, and field trips) will be counted as 'excused' absences.

INSTRUCTIONAL METHODS:

- Audio Visual
- Computer Assisted
- Lecture / Instruction
- Video Demonstration
- Discussion
- Group Activity
- Individual Assistance

CLASS PROCEDURE

- 1-The student will follow each module's content, listen to lectures and instructions.
- 2-The teacher will present to the class a project written description, each project will be posted on canvas.
- 3-The student will develop visual investigations and he or she will provide sketches containing the conceptual idea of the project.
- 4-The student will stick to the sketch idea created and will create the project.

PROJECTS Three main aspects will be taken in consideration in order to grade projects; concept, design, and craft. Projects equals 50 Points of the final grade.

PROJECT RUBRIC

CRITERIA	GOOD	AVERAGE	POOR
CONCEPT 3 Points maximum	The student created a project following the exact concept idea established on the project document description. (3 points)	The student missed or omitted the concept idea established in the project document description. (2 points)	The project does not communicate the concept idea established in the project document description. (1 point)
DESIGN 4 Points maximum	The project displays graphic design elements and principles that correctly communicate the concept. Guidelines established on the project document. Descriptions were followed. Form and function works very well. The design solution is good. (4 points)	The project displays some graphic design elements and principles that communicate the concept. Some guidelines established on the project document description are missing. Form and function communicate the concept. Design solution is sufficient (3 points)	The project displays weak graphic design elements and principles. Guidelines established on the project document description are missing. Form and function barely communicate the concept. The design solution is insufficient. (2 points)
CRAFT 3 Points maxi	There are no pixelated images or empty spaces in the project. The images or text are centered and are not touching the edges of the document. The design software was correctly used. The project looks clean and professional. (3 points)	There are no pixelated images. Some Images or text are close to the edges of the document. The design has some empty spaces. The use of the software is appropriate. The project looks good, but can be improved. (2 points)	The project looks pixelated. Images or text are too close to the edges of the document. The design has either empty or crowded areas. The use of the software is poor. The project needs improvement. (1 Point)



Course Grading Based on Course Objectives

- Discussions, five during the course, one point each= **5 points**
- Class Activities, five during the course, one point each= **5 points**
- Class Participation (seven points in classroom, three points in canvas= **10 points**
- Essay Report, five points= **10 points**
- Exam, ten points= **10 points**
- Project Critique (Discussions): five, two points each= **10 points**
- Projects, five, ten points each= **50 points**

100 points total

Grade scale based on points A=90-100 B=80-89 C=70-79 D=60-69 F=59-0

Academic Honesty (Artificial Intelligence -AI)

IVC values critical thinking and communication skills and considers academic integrity essential to learning. Using AI tools as a replacement for your own thinking, writing, or quantitative reasoning goes against both our mission and academic honesty policy and will be considered academic dishonesty, or plagiarism unless you have been instructed to do so by your instructor. In case of any uncertainty regarding the ethical use of AI tools, students are encouraged to reach out to their instructors for clarification.

Accessibility Statement

Imperial Valley College is committed to providing an accessible learning experience for all students, regardless of course modality. Every effort has been made to ensure that this course complies with all state and federal accessibility regulations, including Section 508 of the Rehabilitation Act, the Americans with Disabilities Act (ADA), and Title 5 of the California Code of Regulations. However, if you encounter any content that is not accessible, please contact your instructor or the area dean for assistance. If you have specific accommodations through **DSPS**, contact them for additional assistance.

We are here to support you and ensure that you have equal access to all course materials.

Course Policies

- Respect between all class members will prevail all time.
- Students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the General Catalog.
- Cell phones and other electronic devices must be put away during class, unless otherwise directed by the instructor.
- Due to college rules and state laws, only students enrolled in the class may attend; children are not allowed in the classroom.
- Students can step out of the classroom when needed. The time should be short and reasonable.

Updated 11/2024



- The instructor will penalize any action according to his criteria by taking away points from any disruptive student under participation and criteria.

LATE SUBMISSIONS

- Projects can be turned in late, but they automatically **lose one point**.
- Late projects will be uploaded in the comments section of the project.
- The student can not turn in late discussions, class activities and comments.

CRITERIA FOR LATE SUBMISSIONS

- If projects are not uploaded as PDF or the format stated by the instructor, the student will **lose two points**.
- Projects without sketches **lose 1 point**.
- All criterias combine.

Other Course Information

All students will use CANVAS. Class content, projects, homework instructions and announcements will be published on CANVAS. It is the responsibility of the student to log in often.

DISABLED STUDENTS: Students with a documented disability should notify the instructor about their needs so they can complete the class with no obstacles.

LATE SUBMISSIONS AND WAYS TO LOSE POINTS.

- Projects and a written report can be turned in late, but they will automatically lose one point.
- Not presenting projects during class will cause a loss of one point.
- Students cannot turn in late discussions.
- Sending Projects, Written Reports or images in the wrong digital formats or hard to open will lose one point.
- Students will clean up their working area before the class ends.

It is important that the student keeps all of his or her projects together clean and ready to be revised just if the case is needed. Keeping your artwork in order to prevent misunderstanding.

ABSENCES: The class is face to face, students should be present at the classroom. Missing five class periods will automatically cause the loss of five points. Also three tardies will make the student lose one point.

DROP POLICY. If students miss three consecutive classes without contacting the instructor, he or she may be dropped.



The instructor is NOT responsible for dropping students. If a student needs to drop the course, he or she should do it. If the case is applicable, failing to drop will result in an "F" grade.

-Deadline to drop with a "W" Tuesday January 27 2026.

IVC Student Resources IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit <http://www.imperial.edu/studentresources> or click the heart icon in Canvas.

Financial Aid

Your Grades Matter! In order to continue to receive financial aid, you must meet the Satisfactory Academic Progress (SAP) requirement. Making SAP means that you are maintaining a 2.0 GPA, you have successfully completed 67% of your coursework, and you will graduate on time. If you do not maintain SAP, you may lose your financial aid. If you have questions, please contact financial aid at finaid@imperial.edu.

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Anticipated Class Schedule/Calendar

Week and Dates	Activity, Assignment, and/or Topic	Due Dates
Week 1 January Monday 5th to Sat 10th	Module 0 & 1 Module 0 Orientation Class procedure. Module 1 Defining Graphic Design and the design procedure, Formal elements of two-dimensional Design. Pictogram definition and applications. Adobe illustrator intro to toolbox, menus and layers, etc.	-Discussion & activity #1 Due Jan Saturday 10th -Project #1 Due Jan Saturday 10th -Upload classwork Module 1 PDF format Saturday Jan 10th
Week 2 January Sunday 11th to Saturday 17th	Module 2 Composition, layout and the grid, The Poster, Color and color harmonies, CMYK and RGB, Type tool, fonts and manipulation of text. Adobe Photoshop intro to toolbox menus and layers, etc.	-Project #1 Critique Jan Mon 11th -Discussion & activity #2 Due Saturday Jan 17th -Project #2 Due Jan Saturday 17th
Week 3 January Sun 18th-Sat 24th	Module 3 Graphic Design Principles, The Package, Guidelines	-Project #2 Critique Jan Mon 18th -Discussion & activity #3 due Jan 24th -Project #3 Due Jan Sat 18th due Jan 24th



Week 4 January Sun 25th-Sat 31st	Module 4 Advertisement, Logo and Logotype, Magazine ads, Motion, The Storyboard.	-Project #3 Critique Jan Tue 21st -Upload Written Report Sat Jan 24th -Exam Jan Thursday 30th - Discussion & activity #4 Due Jan Sat 31st -Project #4 Due Jan Sat 31st
Week 5 February Sun 1st- Wed 4th	Module 5 Visual Identity and Branding, Color meanings, Promotional items & Mockups.	-Project #4 Critique Feb Mon 2nd -Discuss & activity #5 Due Feb Wed 4th -Project #5 Due Feb Wed 4th -Project #5 Critique Feb Wed 4th

*****Subject to change without prior notice*****