

Montgomery County Community College
ART 180
Introduction to Visual Communication
3-2-2

COURSE DESCRIPTION:

This course introduces the fundamental principles of visual communication as they apply to the graphic design profession. Students are introduced to the scope of the graphic design field while developing skills in industry-standard tools and techniques. Assignments introduce creative visual problem solving from research and concept development and formal exploration of form and composition through the principles of critical thinking and human visual perception necessary for effective communication. Relevant historical and contemporary examples of visual communication are explored as students are encouraged to develop a personal style and expand their creative skills in discovering solutions as effective visual thinkers.

REQUISITE(S):

Previous Course Requirements

ENG 010A Basic Writing or ENG 011 Basic Writing II or ESL 011 Basic Writing II
with a minimum grade of "C"

REA 011 Fundamentals of College Reading or

COURSE APPROVAL:

Prepared by: Frank Short	Date: 9/1998
Revised by: Frank Short	Date: 4/2001
Revised by: Frank Short	Date: 5/2006
Revised by: Frank Short	Date: 2/9/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 6/18/2013
Revised by: Frank Short, Dianne Zotter-Mill	Date: 8/7/2017
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 8/7/2017
Revised by: Debbie Dalrymple	Date: 12/17/2017
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 12/19/2017
Revised by: Debbie Dalrymple	Date: 4/19/2018
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 4/23/2018
Revised by: Cheryl Gelover	Date: 4/21/2020
VPAA or designee Compliance Verification:	Date: 5/1/2020



*This course is consistent
was developed, approved and will be delivered in full compliance with the policies and
procedures established by the College.*