Nebraska Wesleyan University

ART 1200 Introduction to Graphic and Web Design

Catalog

2017-2018

Course Description

An introductory studio art class focusing on the creative, expressive potential of digital media with an emphasis on building a formal foundation utilizing image processing software, HTML and CSS. Projects begin by critically engaging with local visual culture. Discussions will be held on current issues surrounding digital media and field trips to local design hubs will supplement the classroom activities. Students will improve their visual literacy while becoming proficient in using a variety of tools, processes and design elements to create work with real-world applications. Students will participate directly in the campus and wider community by collaborating with university and local organizations to develop these projects that will be utilized in the community.

Archway Curriculum: Foundational Literacies: Creative and Performing Arts

Course Hours

3 hours

Departments

1. Art