GDTC1555 - Graphic Design Studio I – Foundations of Visual Communication

Credits:	3 (1/2/0)
Description:	Graphic Design Studio I enhances student understanding of fundamental principles, tools and processes of graphic design. Through hands-on studio projects, students explore visual communication using typography, color theory, layout and composition. Emphasis is placed on developing conceptual thinking alongside technical proficiency in industry-standard software. Students complete a series of design projects across print and digital media while learning to articulate design decisions through critique and reflection.
Prerequisites:	• GDTC1110 • GDTC1111
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Produce original design projects that apply core design principles such as balance, hierarchy, contrast, rhythm and unity. 2. Create typographically driven layouts demonstrating effective font selection, hierarchy, spacing and grid systems. 3. Apply color theory concepts to develop harmonious and intentional color palettes for design solutions. 4. Use Adobe Photoshop, Illustrator and InDesign to create polished visual compositions for print and digital. 5. Design basic branding elements, including logos and simple visual identity applications. 6. Develop print-ready files using proper resolution, color modes and file preparation techniques. 7. Participate in critiques by presenting completed work and incorporating feedback into revised designs.
MnTC goal areas:	None

Can be taking as a Prerequisite or Corequisite.

© 2026 Minnesota State Community and Technical College.
We reserve the right to periodically update information without notice.
The information in this publication should not be regarded as contractual in nature.