COURSE OUTLINE OF RECORD

ORIGINATOR: Instructor Placeholder AAA
FORMERLY KNOWN AS:

EFF TERM: Fall 2010
DATE OF OUTLINE/REVIEW: 05-13-2014

CROSS LISTED COURSE:

SEMESTER UNITS: 3.0
HRS LEC: 36.0 HRS LAB: 36.0 HRS OTHER: 0.0
CONTACT HRS TOTAL: 72.0
STUDY NON-CONTACT HRS RECOMMENDED: 72.0

CATALOG DESCRIPTION:
A studio format class in the new computer lab where students use their acquired graphic techniques and talents to prepare portfolio quality graphic design. Using a variety of software programs, the course combines graphics, illustration, lettering and photography to communicate ideas and concepts clearly and effectively.

JUSTIFICATION FOR COURSE:

PREREQUISITES:

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:
Art
Commercial art (sign making, lettering, packaging, rendering)
Graphic arts (desktop publishing)
Multimedia

MATERIAL FEE: Yes [ ] No [X] Amount: $15.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [X] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X]

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: B

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]

Certificate of Achievement: Graphic Design and Production Option
Digital Arts (Associate in Arts)
Graphic Design Advanced Production Certificate (Certificate of Specialization)
Graphic Design and Production Option (Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:
CSU Transfer Course
A. Transfers to CSU
COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Will have a basic understanding of graphic design principles and how to design and layout commercial art projects.
2. To understand and begin to apply skills in layout and design of commercial art projects using computer graphics technology.
3. To gain an introductory understanding and consideration of special issues in producing commercial art projects under deadline.
4. To be able to evaluate commercial art projects for both functional and aesthetic appeal.

COURSE OBJECTIVES:
1. understand and begin to apply skills in layout and design of commercial art projects using computer graphics technology.
2. gain an introductory understanding and consideration of special issues in producing commercial art projects under deadline.
3. evaluate commercial art projects for both functional and aesthetic appeal.

COURSE CONTENT:

LECTURE CONTENT:

A. Visual Communication
   1. Elements of design
   2. Principles of design
   3. The visual message

B. Preparing projects for given target groups
   1. Typography and Lettering
   2. History
   3. Readability and communication
   4. Psychological uses
   5. Proper selection and use

C. Page Layout
   1. Headline
   2. Illustration/photo
   3. Variations of the grid

D. The Grid System
   1. Why the grid
   2. Making the grid work
   3. Variations of the grid

E. The Function of Publication Design
   1. How graphic design is applied to publication design
   2. The impact of deadlines on the design process
   3. Making it easy for the reader
   4. Packaging and P.O.P. Advertising
      a. Overview of the packaging design and production
      b. Examples of outstanding packaging and display
      c. Engineering for package design

F. Publication Design and Layout
   1. Overview of publication design
   2. Examples of outstanding publication design
   3. Publication design practice

G. Miscellaneous Graphic Projects
1. Magazines  
2. Television Graphics  
3. Signage  
4. Promotional Graphics for Advertising  
H. Technology Review  
1. Hardware  
2. Software  
3. Accessories  

LABORATORY CONTENT:

METHODS OF INSTRUCTION:

A. Lecture:  
B. Lab:  
C. Independent Study:  

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:  
Reading Assignments  
Textbook assignments  
Current publication reviews  

Out-of-class Assignments  
Collecting and reporting on graphic design samples  

Writing Assignments  
Design projects require problem solving and skills demonstration related to written text/copy  
Creative solutions to visual design problems  

METHODS OF STUDENT EVALUATION:

Final Exam  
Written Assignments  
Report  
Projects (ind/group)  
Problem Solving Exercises  
Oral Presentations  
Skills Demonstration  

Demonstration of Critical Thinking:  
Design projects require problem solving and critical thinking. Analysis and evaluation of commercial art projects require critical thinking.  

Required Writing, Problem Solving, Skills Demonstration:  
Design projects require problem solving and skills demonstration related to written text/copy  
Creative solutions to visual design problems  

TEXTS, READINGS, AND RESOURCES:

Other:  
1. Notes on Graphic Design and Visual Communication

Illustration for Macintosh 5.5