



ANTELOPEVALLEY COLLEGE

Academic Affairs
Course Outline of Record

Academic Affairs Only

- New Course
- COR Revision 11/13/2008
- COR Update
- Pre Req/Advisories 11/13/08
- Other Changes 11/13/08
- Effective Date
- SLO 4/14/2008

COURSE SUBJECT & NUMBER: DM 103

COURSE NAME: *Graphic Design I (formerly CG 103, Computer Imaging I)

COURSE UNITS: 3 **COURSE HOURS:** 4

COURSE REQUISITES: (*Follow format of similar courses found in the college catalog.*)

Corequisite: Concurrent enrollment in DM 103L

Advisory: Completion of DM 101, and eligibility for READ 099

Instructional materials fee required for this course and must be paid at registration

COURSE DESCRIPTION: (*Write a short paragraph providing an overview of topics covered. Be sure to identify target audience--transfer, major, GE, degree/certificate, etc. If repeatable, state the number of times at end of description.*)

This class is an introduction to graphic design and production for the digital media arts industry. Students will learn to create visual designs for a variety of media such as television, web, and print using industry standard software and hardware. Primary software is Adobe Photoshop and Adobe Illustrator for creating designs for projects such as brochures, ads, packaging, Web pages, and television graphics. Focus will be on developing entry-level skills for creating contemporary visual design solutions to typical industry projects. **BEFORE ENROLLING** students should have a basic knowledge of the Mac OS and Adobe Photoshop. (CSU, AVC) **(R2)**

COURSE OBJECTIVES: (*Use Bloom's taxonomy to formulate concise, performance-based measurable objectives common to all students. Objectives must be closely aligned with course content, assignments, and methods of evaluation.*)

Upon completion of course, the successful student will be able to:

1. Operate industry standard software and hardware to create entry-level graphic design assignments using images, graphics, and typography.
2. Create entry-level design solutions such as brochures, Web pages, and ads for a variety of media such as television, print, and interactive media.
3. Revise graphic design projects based upon critiques.
4. Define terms commonly used in the graphic design industry.
5. Use the Internet to find training tutorials and visuals as resources for graphic design projects.
6. Construct design projects to comply with job specifications such as mode, resolution, bindery requirements, output, size, color, and delivery.

Course Subject & Number: DM 103

Course Name: *Graphic Design I

COURSE CONTENT: *(Enter course content in terms of specific topics or a specific body of knowledge that each instructor must cover. Put topics in outline form with major and minor headings. Title 5 requires that each instructor must cover all material listed below.)*

- I. Basic software and hardware for graphic design
 - a. Beginning Adobe Photoshop
 - b. Bridge
 - c. Beginning Adobe Illustrator
 - d. Image Scanning
 - e. Storage devices
 - f. Supplemental software/hardware
 - g. Output devices

2. Delivery methods for graphic design
 - a. Internet
 - b. DVD
 - c. Print
 - d. Film and Television
 - e. Signage
 - f. Emerging delivery devices

3. Design styles and techniques for graphic design
 - a. Composition and structure
 - b. Elements of design
 - c. Technical specifications
 - d. Typography
 - e. Aspect ratio
 - f. Style, look and feel
 - g. Target audience

4. Resources available for use in graphic design jobs
 - a. Stock photography, stock audio, stock video clips, stock illustrations, and stock graphics
 - b. Online tutorials/articles
 - c. Online examples of top industry designer's work
 - d. Plug-ins and third-party software for designers
 - e. Digital media forums/blogs

5. Typical entry-level job assignments in the graphic design Industry
 - a. Design and production projects for print (Examples: brochures, stationery, ads, magazines and book covers)
 - b. Design and production projects for television (Examples: TV and movie graphics and titles)
 - c. Design and production projects for Web design (Examples: Look and feel for web pages, web banners and web graphics)
 - d. Design and production projects for emerging media arts technology (Example: mobile devices, podcasts)

Course Subject & Number: DM 103
Course Name: *Graphic Design I

TYPICAL HOMEWORK ASSIGNMENTS: (Do not include in-class work, quizzes, or tests)

This information is necessary for all credit courses. Assignments should be closely related to course objectives, content, and methods of evaluation. (See sample of a “Model Outline” in the AP&P Standards & Practices handbook.) Include a range of assignments (minimum of three) from which faculty may choose when designing their syllabus.

1. Describe nature and frequency of typical reading assignments if applicable; note if any are required:

Weekly reading from suggested texts on current lecture topics.

2. Describe nature and frequency of typical writing assignments if applicable; note if any are required:

N/A

3. Describe nature and frequency of typical computational assignments if applicable; note if any are required:

N/A.

4. Describe other types of homework assignments that students may be asked to complete (oral presentations; special projects; visual/performing arts; etc); note if any are required:

Locate images, photography, and graphic elements for class projects. Practice using software and equipment. Refine design work based on instructor input and class critiques.

5. Describe those critical thinking skills that are derived from assignments listed above; be sure that they reflect course objectives.

Students will contrast and compare design styles by participating in class critiques and discussions.

Students will be able to refine and produce entry-level design projects that appropriately incorporate the elements of design and proper technical specifications.

6. For categories 1-4 above, describe the estimated time per week it would take a student to complete homework assignments. Title 5 uses the Carnegie formula for establishing units using a 2:1 ratio as follows: 1 hr. lecture = 2 hrs. homework; 2 hrs. lecture = 4 hrs .homework; etc. For example: reading textbook—2 hours; writing reports—3 hours.

Reading Assignments: 1 hour

Writing Assignments: N/A

Computational Assignments: N/A

Other Assignments: 5 hours

Course Subject & Number: DM 103

Course Name: *Graphic Design I

METHODS OF INSTRUCTION: *(Methods must be consistent with content and appropriate to objectives; state in terms of what instructor will be doing in order to present course content to students: for example, lecture, demonstration, present audio/visual materials; facilitate group work, etc. Do not list specific instructional equipment.)*

Instructor-led lecture, discussion, demonstration, follow-along hands-on demonstration, audio/visual materials, instructor-led class project critiques, self-paced tutorials

METHODS OF EVALUATION: *(These must be clearly related to course objectives and reflect course content and assignments in order to comply with Title 5 requirements. Describe what instructor will be looking for when evaluating various assignments and tests in order to determine whether students have met course objectives. Grades must be based on demonstrated proficiency in subject matter and determined, where appropriate, by essays, objective and essay tests, research papers or projects, problem solving exercises, or skills' demonstrations.)*

- **Class participation and group critique:** Does the student show knowledge of the project criteria? Is the student an active participant in critiques and discussions?
- **Skill tests on software applications and equipment:** Does the student demonstrate the ability to create the requested projects using industry standard software and hardware?
- **Written tests on industry terminology:** Can the student recall the requested information and commonly used terminology typically used in the graphic design industry?
- **Class and homework assignments.** Can the student meet deadlines and follow the required project specifications?
- **Creative project solutions:** Can the student create graphic design works that convey the intended idea to the target audience?

Suggested Texts or other Instructional Materials *(list several when possible; include title, author, publisher, date, and latest edition.)*

David E. Carter, *The Big Book of New Design Ideas*, Collins Design/Harper Collins Publishers, NY, NY: 2005

Robin Landa, *Graphic Design Solutions*, Third Edition, OnWord Press/Thomson Learning, Albany, NY: 2005