



ANTELOPE VALLEY 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 115

COURSE NAME: *Graphic Communications I (formerly CG 115, Graphic Communication I)

COURSE UNITS: 3 **COURSE HOURS:** 4 hours weekly

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

Corequisite: Concurrent enrollment in DM 115L

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 course will provide a foundation for studying graphic design in the context of broader visual and commercial communication theories. Students will enhance their knowledge of the creative design process and improve their ability to communicate ideas by completing typical entry-level industry communication projects. Emphasis will be placed on creative communication and design concepts such as branding, corporate identity, and advertising campaigns. This course is designed for those who have a basic working knowledge of graphic design software and want to enhance their knowledge of graphic design in the context of wide-ranging communication topics. **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. Critique examples of commercial communication pieces and discuss the design and communication techniques being demonstrated.
2. Create a series of typical entry-level industry projects, such as advertising campaigns, corporate identity, and product/service branding solutions.
3. Demonstrate entry-level skills to operate industry standard hardware and software.
4. Experiment with various graphic communication techniques and branding strategies for specific target audiences.
5. Evaluate the visual efficacy of entry-level digital design treatments and effects.
6. Define entry-level graphic communications industry terminology.
7. Identify job descriptions and vendors associated with the graphic communication industry.

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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. Introduction

1. Overview of course requirements, equipment, and software

II. Professional examples

1. Critique professional design techniques used to create graphic communication campaigns
2. Analyze tools and resources used to create entry-level graphic design jobs

III. Software/Hardware training

1. Produce entry-level communications projects using industry standard software and hardware to create projects such as, but not limited to, ad campaigns, corporate identity, and branding for a product or service
2. Incorporate into typical industry projects entry-level techniques for typography and digital imaging, and how they relate to the conveyance of a message
3. Create entry-level design compositions for typical advanced industry projects such as print ads, brochures, signage, television commercials, podcasts, and interactive media

III. Graphic communications topics

1. Basic advertising and visual communication theories/concepts
2. Target specific design and visual communication techniques
3. Discuss components of graphic communication campaigns
4. Acquisition of assets used in graphic communication projects
5. Job descriptions and vendors associated with the graphic communication industry
6. Graphic communications industry standards and practices
7. Define basic graphic communications industry terminology

IV. Plan, design and produce an entry-level graphic communications project

1. Client/designer relationship as it relates to an entry-level project
2. Target audience
3. Concept development
4. Thumbnails and rough sketches
5. Presentation of ideas
6. Timeline and budget considerations
7. Asset acquisition such as photography, illustrations, and graphics
8. Design and production
 - o Apply entry-level design and software/hardware skills to create an entry-level graphic communication project
9. Presentation to the client of initial concepts and finished project

V. Vendors

1. Discuss and identify typical industry vendors including, but not limited to, printers, binders, photographers, illustrators, models, copy writers, paper stock companies, DVD authoring, Web hosting, Web design and production including ecommerce, studio and location companies, lighting and camera equipment, online image resources and training, video/audio production companies, stylists, make-up artists, and other specialty companies as needed.

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TYPICAL HOMEWORK ASSIGNMENTS: READING, WRITING, COMPUTATIONAL, OTHER

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:

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

4. Describe other types of homework assignments that students may be asked to complete; note if any are required:

Research graphic communication examples and analyze the work. Research Web sites and graphic communications companies online. Acquire photographs and imagery for use in course projects. Work on and complete course projects such as brochures, Web design, and advertisements to be used in advertising and branding campaigns.

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

Students will research and evaluate graphic communication works of professionals, and compare and contrast the use of design techniques. Additionally, students will assess the work of their peers and offer critiques in an effort to share design and communication ideas and solutions. Students will have the opportunity to revise work based on the critique of peers and the instructor.

6. For categories 1-4, 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: 1 hour

Writing: N/A

Computational: N/A

Other Assignments: 5 hours

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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, facilitate group work, etc. Do not list specific instructional equipment.)*

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

METHODS OF EVALUATION: *(These must be clearly related to course content, assignments, and objectives 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 at an entry level?
- **Written tests on industry terminology:** Can the student recall the requested information and commonly used entry-level terminology typically used in the graphic communication industry?
- **Class and homework assignments.** Can the student meet deadlines and follow the required project specifications?
- **Creative project solutions:** Can the student create entry-level graphic communication works and branding solutions 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.)*

William Ryan, *Graphic Communications Today Fourth Edition*, Delmar Cengage Learning: 2004

Robin Williams, *The Non-Designers Design Book*, Peachpit Press, Berkeley, CA: 2008