



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 203

**COURSE NAME:** \*Graphic Design II (formerly CG 203, Computer Imaging II)

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

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

**Prerequisite:** Completion of DM 103

**Corequisite:** Concurrent enrollment in DM 203L

**Advisory:** Completion of DM 101

**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 provides advanced instruction in graphic design and production for the digital media arts industry. Students will learn to create visual design solutions for a variety of media such as television, Web, and print using industry standard software and hardware at an advanced level for creation of design projects such as brochures, ads, packaging, Web pages, and television graphics. Focus will be on developing portfolio-quality 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 graphic design software and hardware at an advanced level to create graphic design projects.
2. Apply a broad variety of advanced artistic effects to graphic elements such as images, typography, backgrounds, edges and graphics.
3. Revise advanced graphic design projects based upon class critiques.
4. Use the Internet to find advanced training tutorials and visuals as resources for design projects.
5. Design several concepts for a single job assignment to provide the client with a variety of possibilities.
6. Create an advanced design concept for a specific product or service and apply it to several promotional pieces. (Example: Company brochure, advertisement, and Web page design for a product or service).
7. Define advanced terms, concepts, and equipment commonly used in the graphic design 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. Advanced software skills

- a. Advanced Adobe Photoshop
- b. Bridge
- c. Advanced Adobe Illustrator

2. Delivery systems review

- a. Internet
- b. DVD
- c. Print
- d. Film and Television
- e. Signage
- f. Emerging delivery devices

3. Advanced design concepts

- a. Composition
- b. Elements of design
- c. Technical specifications
- d. Typography
- e. Aspect ratio
- f. Look and feel
- g. Target Audience

4. Resources review

- a. Stock photography, stock illustration and stock graphics
- b. Advanced online tutorials/articles
- c. Online examples of excellent designers and design work

5. Portfolio quality advanced design and production

- a. Advanced design and production projects for print (Examples: brochures, stationery, ads, magazines and book covers)
- b. Advanced design and production projects for television (Examples: TV and movie graphics and titles)
- c. Advanced design and production projects for Web design (Examples: Look and feel for web pages, web banners and web graphics)
- d. Advanced design and production projects for emerging media arts technology (Example: mobile devices, podcasts, magazine layouts and corporate identity)

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**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:**

**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 (oral presentations; special projects; visual/performing arts; etc); note if any are required:**

Locate images, photography, and graphics 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 advanced, target specific 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

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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, present audio/visual materials; facilitate group work, etc. Do not list specific instructional equipment.)*

Lecture and 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 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:** Does the student demonstrate the ability to create the requested projects using industry standard software and hardware?
- **Written tests on industry specifications, definitions and theories:** Can the student recall the requested definitions, concepts, equipment, software and terminology commonly 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 designs 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 A. Lauer, *Design Basics*, Sixth Edition, Wadsworth/Thompson Learning, Albany, NY, 2005

*Adobe Illustrator CS3 Classroom In A Book*, Peachpit Press, Berkeley, CA 2007