

ART 51.2 Course Outline as of Fall 2010

CATALOG INFORMATION

Dept and Nbr: ART 51.2

Title: GD: DIGITAL IMAGING

Full Title: Graphic Design: Digital Imaging

Last Reviewed: 2/24/1997

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	1.00	Lab Scheduled	4.00	4	Lab Scheduled	70.00
		Contact DHR	0		Contact DHR	0
		Contact Total	6.00		Contact Total	105.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 175.00

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:
Extensive use of the computer to explore the creative development of visual images for graphic design. Introduction of several popular Mac-based graphics software to create original designs for print and screen. Projects explore the manipulation and integration of type and images in a variety of formats. Topics include: contemporary design issues, current methods and the aesthetics of design.

Prerequisites/Corequisites:

Recommended Preparation:
Completion of ART 18.1 (formerly ART 18A, ART 18, ART 70) or ART 51.1 (formerly ART 51) or enrollment in the Applied Graphics Program. Basic understanding of computer operations.

Limits on Enrollment:

Schedule of Classes Information:
Description: Extensive use of the computer to explore the creative development of visual images for graphic design. Introduction of several popular Mac-based graphics software to create

original designs for print and screen. Projects explore the manipulation and integration of type and images in a variety of formats. Topics include contemporary design issues, current methods and the aesthetics of design. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Completion of ART 18.1 (formerly ART 18A, ART 18, ART 70) or ART 51.1 (formerly ART 51) or enrollment in the Applied Graphics Program. Basic understanding of computer operations.

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

1. Explore the creative use of imaging technology (the computer, digital scanners, laser printers, photocopy machines, and other equipment) for graphic design.
2. Create original designs using various Mac-based graphics software.
3. Apply various concepts of visual communication.
4. Develop an understanding of design principles.
5. Practice problem solving skills and creative thinking (analytical and intuitive) related to graphic design.
6. Become familiar with visual resources: books, magazines, and other publications for the graphic design field.
7. Learn about the World Wide Web/Internet as a graphics and information resource.
8. Gain an historical perspective of the important events, individuals and art/design movements relative to graphic design.
9. Develop the ability to make critical judgments and recognize good design solutions through participation in class critiques.
10. Become familiar with the vocabulary and terms used by designers.
11. Define health and safety issues that could arise from the use of artist's tools and materials.
12. Develop projects to build a design portfolio.

Topics and Scope:

The primary intent of Art 51.2 is to lay the foundation for students wishing to pursue the Study of graphic design while continuing to refine visual literacy and performance using digital tools and media. This includes:

1. The ability to integrate new technology into the design process (computers, scanner, laser printer, photocopier, etc.)
2. Develop an understanding of visual communication concepts and problem solving for graphic design.
3. The ability to develop design work progressively from rough ideas to more resolved comprehensives.
4. The practice of design principles and visual elements central to art and graphic design.
5. The ability to make aesthetic decisions and judgements about design in the development of visual compositions.
6. The ability to perform specific techniques using the computer to demonstrate these elements (produce thumbnails, and finished comprehensives using the computer, scanner, and laser printer; precisely assemble presentations using cutting tools, mat board and mounting adhesives; scale artwork and produce multi-color prints using the photocopier).
7. The ability to intelligently use and care for the tools and materials of Art 51.2 (disks, computers, scanners, laser printer, color printer, color ink cartridges, and papers).

The scope and sequence of the course will be presented as follows:

1. Through lectures concerning the concepts, elements and historical precedents of art and design.
2. Through lecture/demonstrations of the proper use of digital tools and techniques.
3. Through student practice and demonstrations of the proper use of digital tools and techniques.
4. Through evaluative one-on-one discussions with individual students.
5. Through group critique discussions and presentations of in-class and homework visual compositions.

Specific areas of student within Art 51.2 include:

1. Demonstrate several ways graphic software can be used to create original graphic designs.
2. Demonstrate and use the digital scanner to capture images.
3. Explore the manipulation of photographic images.
4. Explore the essential shapes of letterforms and create an image-based alphabet.
5. Study examples of good image-based logotypes and develop original designs.
6. Demonstrate various strategies for developing repeating patterns.
7. Explore the Gestalt concept of figure/ground in a pattern design.
8. Use software programs that allow creative text modification.
9. Research the design of paper currency from other countries and design a new dollar bill.
10. Review examples of creative T-shirt designs and create an original design.

Assignment:

May include the following:

1. Create an image-based or computer inspired alphabet.
2. Design a digital alphabet based on modifications of existing fonts.
3. Create a logotype using original letterform designs.
4. Combine two or more scanned images to create one believable finished image.
5. Develop repeat patterns from simple units.
6. Design a book cover design or CD cover using pattern as the main design element.
7. Design a seal combining type and image.
8. Create a personal identity mark combining type and image.
9. Create a new design for the dollar bill.
10. Create a T-shirt design.
11. Create a label or package design.
12. Modify/manipulate an iconographic image.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments and skill demonstrations are more appropriate for this course.

Writing
0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems

Problem solving
10 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances

Skill Demonstrations
10 - 30%

Exams: All forms of formal testing, other than skill performance exams.

None

Exams
0 - 0%

Other: Includes any assessment tools that do not logically fit into the above categories.

A PORTFOLIO OF COMPLETED WORK WILL BE MAJOR BASIS FOR COURSE GRADE. OTHER FACTORS: ATTENDANCE, EFFORT, GROWTH, AND CLASS PARTICIPATION.

Other Category
40 - 80%

Representative Textbooks and Materials:

Visual Design on the Computer, Wucius Wong and Benjamin Wong, Design Books, 1994.

Designers on the Mac, Takenobu Igarashi, Ginko Press, 1992

Graphic Design Manual, Principles and Practice, Armin Hofmann, Van Nostrand Reinhold, 3rd ed, 1992.

Photoshop Artistry, A Master Class for Photographers and Artists, Barry Haynes and Wendy Crumpler, Sybex, 1995.