APGR 51B Course Outline as of Spring 2011

CATALOG INFORMATION

Dept and Nbr: APGR 51BTitle: BEG. DESGN & PROD. FUND.Full Title: Beginning Graphic Design & Production FundamentalsLast Reviewed: 1/28/2002

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.50	17.5	Lecture Scheduled	43.75
Minimum	3.00	Lab Scheduled	1.50	17.5	Lab Scheduled	26.25
		Contact DHR	0		Contact DHR	0
		Contact Total	4.00		Contact Total	70.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 87.50

Total Student Learning Hours: 157.50

Title 5 Category:	AA Degree Applicable
Grading:	Grade Only
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	
Formerly:	APGR 52

Catalog Description:

This course provides the graphic design student with the information and practice to create effective visual communications for print in a hands-on environment. The computer will be used as a significant tool for design and production.

Prerequisites/Corequisites: Course Completion of APGR 51A (or APGR 51)

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:

Description: This course provides the graphic design student with the information and skill sets to produce visual communication. (Grade Only) Prerequisites/Corequisites: Course Completion of APGR 51A (or APGR 51) Recommended: Limits on Enrollment: Transfer Credit:

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

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

CID:

Certificate/Major Applicable:

Not Certificate/Major Applicable

COURSE CONTENT

Outcomes and Objectives:

The student will:

- 1. Apply design principles to graphic design projects.
- 2. Employ professional digital imaging techniques in the preparation of projects.
- 3. Apply professional production techniques to two-color projects.
- 4. Evaluate trademarks, logos, and business system identity in order to avoid copyright infringement.
- 5. Integrate research into graphic images, using books, magazines, journals and other resources, into the creation of design concepts.
- 6. Present design projects in a professional manner.
- 7. Work effectively in a "design team" environment to develop and produce projects.
- 8. Evaluate current design trends.
- 9. Evaluate various graphic design careers.
- 10. Design an effective working studio set up.
- 11. Outline the steps for conducting a typical photoshoot.
- 12. Describe the process for hiring sub contractors and working with art directors.

Topics and Scope:

- 1. Logos and trademarks
- 2. Business systems
- 3. Choosing and ordering paper stock
- 4. Retail advertising design
- 5. Catalog cover design
- 6. Photography
- 7. Illustration
- 8. Copy writing
- 9. Editing

- 10. Photo cropping
- 11. Greeting card design
- 12. Newsletter design
- 13. Brochure design
- 14. Signage
- 15. Typography and lettering
- 16. Provocative headline
- 17. Creativity
- 18. Self Promotion
- 19. Design campaigns & collateral materials
- 20. Design teams
- 21. Menu design
- 22. Announcement design
- 23. Business of design
- 24. Current employment opportunities
- 25. Creating a design studio environment
- 26. Art direction
- 27. Directing photo shoots
- 28. Hiring and supervising subcontractors

Assignment:

- 1. Develop logos.
- 2. Develop a business system.
- 3. Design a greeting card.
- 4. Create a newsletter masthead and front page design.
- 5. Design a brochure.
- 6. Prepare signage in various sizes.
- 7. Develop headline and visual with provided copy.
- 8. Create a self promotional piece.
- 9. Develop a group campaign design.
- 10. Develop and create individual business forms.
- 11. Design an effective studio environment.

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.

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

Homework problems

Writing 0 - 0%

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

Class performances, Performance exams

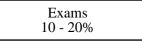
Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion

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

Attendance.

SI	kill Demonstrations
	10 - 50%



Other Category 10 - 30%

Representative Textbooks and Materials:

Instructor developed materials.