APGR 54.2 Course Outline as of Spring 2011

CATALOG INFORMATION

Dept and Nbr: APGR 54.2   Title: DIG DESIGN PROD & PROC
Full Title: Digital Design Production and Process
Last Reviewed: 7/22/2002

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	6	Lab Scheduled	26.25
		Contact DHR	0		Contact DHR	0
		Contact Total	4.00		Contact Total	70.00
		Non-contact DHR	1.00		Non-contact DHR	17.50

Total Out of Class Hours: 87.50   Total Student Learning Hours: 175.00

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 39 - Total 2 Times
Also Listed As:
Formerly: APGR 59

Catalog Description:
An intensive course designed to teach the graphic design student how to create effective graphic images and produce operative files for print production.

Prerequisites/Corequisites:
Course Completion of APGR 52A (or APGR 91)

Recommended Preparation:
Some design experience and/or free-hand experience.

Limits on Enrollment:

Schedule of Classes Information:
Description: An intensive course designed to teach the graphic design student how to create effective graphic images and produce operative files for print production. (Grade Only)
Prerequisites/Corequisites: Course Completion of APGR 52A (or APGR 91)
Recommended: Some design experience and/or free-hand experience.
Limits on Enrollment:
Transfer Credit:
Repeatability: Total 2 Times

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:
Upon successful completion of this course the student will be able to:
1. Create and format lines, shapes and images using FreeHand's tools and palettes.
2. Create design projects for print and the web using spot color, 4-color process, and web color using FreeHand's features.
3. Evaluate and modify images and fine tune typesetting using Freehand tools.
4. Create working files for service bureau output.

Topics and Scope:

Systematic exploration of the FreeHand program as it relates to the graphic design field.
Lecture Schedule:
1. Overview of FreeHand's tool and palettes. Customizing preferences files.
2. Text blocks, linking blocks, inset text and borders, editing text.
3. Type refinements: kerning, tracking and hyphenation, character and paragraph formatting, tabs, find and change, spell check.
4. Type on a path, converting type to paths, special text effects.
5. Style sheets: text and graphic.
6. Strokes and fills.
7. Drawing Bezier curves, lines and shapes.
8. Converting points, manipulating Bezier curves.
9. Move and transform features.
10. Using the Layers palette: organizing an illustration.
11. Importing graphics: scanning, compatible graphics formats.
12. Manipulating imported graphics: contrast, color, managing linked files.
13. Combining text and graphics, paste inside, text wrap.
14. Path operations, composite paths, masking, Xtras.

15. Blending: colors, shapes, paths, live blends.
16. Creating Tiled fills.
17. Multiple page documents.
18. Overview of color: applying color, color systems, matching systems.
19. Web illustrations: working with the RGB color system and the web palette.
20. Using spot color in documents.
21. Creating process color documents.
22. Trapping.
23. Color separations: creating and proofing.
24. Exporting files for use in layout programs.
25. Printing composites: black and white, color; tiling oversize work.
26. Preflighting files for service bureau output.

Assignment:

Projects: (3-4 weeks each)
1. Shape and Image Notebook (semester long, checked every 4 weeks)
2. Logo design
3. Product label
4. 4-color Poster
5. Illustrated series of playing cards
Projects: (2-3 weeks each)
1. Business system: logo design, business card, letterhead
2. Newspaper advertisement
3. 4-color illustrated full page advertisement
4. Spot color brochure
5. Billboard group project
6. Web icons and web page design
Assignments (1 week each)
1. Stationary
2. Kokopelli
3. Optical Art design
4. Cartoon character
5. Designer sunglasses
6. Letter poem
7. Newsletter redesign
8. Comp an existing logo
9. Commercial spot illustration
10. Trapping Exercise

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.

Projects	Problem solving 10 - 30%

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

Exercises and Projects	Skill Demonstrations 50 - 80%

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

Completion, In-Class Practicums	Exams 10 - 30%

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

None	Other Category 0 - 0%

Representative Textbooks and Materials:
"Real World FreeHand 8", 5th ed. Olav Martin Kvern, Peachpit 1999