APGR 51A Course Outline as of Spring 2011

CATALOG INFORMATION

Dept and Nbr: APGR 51A   Title: INTRO GRAPH DES & PROD
Full Title: Introduction to Graphic Design & Production Fundamentals
Last Reviewed: 11/24/2003

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 51

Catalog Description:

This course provides the graphic design student with introductory history, information, skills, and material relevant to basic graphic design communication. The basic principles of design offset printing and specific problem solving skills are applied to production on the computer.

Prerequisites/Corequisites:

Course Completion or Current Enrollment in APGR 52A (or APGR 91)

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:

Description: An introductory course with focus on the history, basic principles of graphic design communication, and visual problem solving to enable the student to produce projects on the computer. (Grade Only)
Prerequisites/Corequisites: Course Completion or Current Enrollment in APGR 52A (or APGR 91)
Recommended:

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:
Upon successful completion of this course, the student will be able to:
1. Describe the values, themes, methods, and history of graphic design communication and explain their relationship to the contemporary design field.
2. Examine the offset printing workflow in detail and explain the process from start to finish.
3. Evaluate the basic principles of design as they refer to the field of graphic communication.
4. Apply design principles to visual communications using conceptual problem solving, creativity, strategic thinking and consumer based marketing techniques.
5. Produce simple computer generated projects that demonstrate an integration of design basics with application techniques.
6. Demonstrate a knowledge of basic print production by setting up a file that separates correctly and runs correctly to a Raster Image Processor at a service bureau.
7. Use marketing strategies to develop useful design solutions.
8. Identify and evaluate various graphic design careers.

Topics and Scope:

1. History of graphic design and visual communication.
2. The offset print workflow.
3. Intellectual/socially relevant communication.
4. Current design and visual communication.
5. Basic principles of design.
6. The basics of successful design.
7. Traditional design terms/methodology and tools.

8. Using Gestalt theory for design solutions.
9. Computer capabilities.
10. Traditional and digital applications.
11. Typography as a superior medium.
12. The design of logos/trademarks.
13. Design format as it relates to specific purposes: business systems, signage, retail advertising, brochures, and reports.
14. How to set up print ready files.
15. Approaching design solutions with a consumer based marketing approach.
16. Graphic design career options.

Assignment:

Assignments may include the following:
1. Using examples from the history of design, apply visual/ intellectual elements to contemporary applications.
2. Utilize black and white format to describe visually the principles of design.
3. Contrast unsuccessful and successful design by contributing weekly examples of each.
4. Develop identity/logo for fictitious non-profit organization.
5. Design and apply logo for business system design format in comprehensive format.
6. Redesign unsuccessful retail ad.
7. Create hand-rendered successful typographic example with principles of letter and word spacing, leading, line length, contrast/texture.
8. Develop design format, explicitly designating emphasis/focal point.
9. Utilizing the Gestalt Theory, develop a cohesive design format, utilizing all principles of design in unison.
10. Develop a design for a familiar nursery rhyme.
11. Design and produce two-color contemporary wedding announcement, utilizing current typography, format, and message.
12. Design and produce black and white flyer utilizing figure/ground relationship emphasizing typography.
13. Design and produce two-color identity/logo for fictitious non-profit organization.
14. Design, produce and apply logo to business system design format as comprehensive artwork.
15. Produce redesigned unsuccessful retail ad.
16. Design and produce the front page of a newsletter with logo masthead, emphasizing text to include successful letter and word spacing, leading, line length, contrast/texture.
17. Design and produce a one-color magazine advertisement to designate explicitly the emphasis/focal point.
18. Utilizing the Gestalt Theory, develop a self promotional design piece demonstrating all principles of design in unison.

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, Lab reports

Problem solving 20 - 40%

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

Class performances

Skill Demonstrations 20 - 40%

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

Multiple choice, True/false, Completion

Exams 10 - 25%

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

Attendance and participation.

Other Category 0 - 15%

Representative Textbooks and Materials:
Instructor prepared handouts.