APGR 53B Course Outline as of Fall 1981

CATALOG INFORMATION

Dept and Nbr: APGR 53B   Title: ADV DESIGN GRAPHIC
Full Title: Advanced Design Graphics
Last Reviewed: 3/4/2002

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	4.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	4.00	Lab Scheduled	6.00	17.5	Lab Scheduled	105.00
		Contact DHR	0		Contact DHR	0
		Contact Total	8.00		Contact Total	140.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00   Total Student Learning Hours: 210.00

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:

Catalog Description:
Theory and practice of graphic design in a project oriented atmosphere. Student will be exposed to the design process, camera ready art preparation, four-color process, basic color rendering techniques, principles of the business of graphic design, and digital imaging and production.

Prerequisites/Corequisites:
Applied Graphics 53A

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: Preq: Ap Gr 53A. Practical survey of graphic design emphasizing hands-on skills development in a project oriented atmosphere. (Grade only) (Grade Only)
Prerequisites/Corequisites: Applied Graphics 53A
Recommended:
Limits on Enrollment:
Transfer Credit: CSU;

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:	Transferable	Effective: Fall 1981	Inactive: Spring 2011
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
The students will demonstrate:
1. A knowledge of the principles of design and how they relate to practical design problems by applying them to projects.
2. A basic knowledge of typograpic design by applying it to design projects.
3. An ability to put together a mechanical in a manner acceptable to a high quality printer.
4. An ability to operate a stat camera and produce quality stats and halftones.
5. A practical knowledge of basic color comping techniques-markers particularly.
6. An understanding of the four color process.
7. An understanding of the business of graphic design.
8. A knowledge of portfolio design by creating a well-designed and organized student portfolio.
9. A knowledge of digital imaging and production.

Topics and Scope:

1. Introduction to advanced design graphics II.
2. Package design.
3. Record album covers.
4. Self-promotions packet.
5. Portfolio design.
6. Final group presentation project.
LECTURE SCHEDULE:
1. Package design.
2. Introduction to the business of graphic design.
3. Leases and other legalities.
4. Digital pre-press concerns.

5. Estimating your costs.
6. Proposals contracts and letters of agreement.
7. Sales and marketing.
8. The presentation.
9. Using File Maker Pro.
10. Managing projects.
11. Managing people.
12. Managing time and paper.
13. Managing money.
14. Advanced color manipulation.
15. Record albumn covers.
16. Portfolio designs.
17. Self promotions.
18. The creative resume.
19. Advanced digital production.
20. Informational interviewing.
21. Dress for success.
22. The portfolio review.
23. Working in a group situation.

Assignment:

PROJECTS:
1. Package design comp and mechanical.
2. Albumn cover and mechanical.
3. Self-promotions packet: resume, cover letter, business card, slide sheet, self-promotions mailer.
4. Student portfolio in professional case.
5. Group presentation.

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 20 - 50%

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

Class performances, PROJECTS		Skill Demonstrations 40 - 50%

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.

PORTFOLIO AND GROUP PRESENTATION, GROUP PARTICIPATION		Other Category 10 - 30%

Representative Textbooks and Materials:
A DESIGNER'S GUIDE TO PRINT PRODUCTION.