

CATALOG INFORMATION

Dept and Nbr: APGR 51D      Title: ADV GR DSGN & PROD FDMTL  
Full Title: Advanced Graphic Design & Production Fundamentals  
Last Reviewed: 3/4/2002

| 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 53B

**Catalog Description:**  
Theory and practice of graphic design in a project oriented atmosphere. Students will learn to apply the design process, advanced typography skills, digital imaging and production to practical design projects for print & web.

**Prerequisites/Corequisites:**  
Course Completion of APGR 51C ( or APGR 53A)

**Recommended Preparation:**

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Practical survey of graphic design emphasizing hands-on skills development in a project oriented atmosphere. (Grade Only)  
Prerequisites/Corequisites: Course Completion of APGR 51C ( or APGR 53A)  
Recommended:  
Limits on Enrollment:  
Transfer Credit: CSU;

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

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

|                      |                      |                   |                   |                  |             |
|----------------------|----------------------|-------------------|-------------------|------------------|-------------|
| <b>AS Degree:</b>    | <b>Area</b>          |                   | <b>Effective:</b> | <b>Inactive:</b> |             |
| <b>CSU GE:</b>       | <b>Transfer Area</b> |                   | <b>Effective:</b> | <b>Inactive:</b> |             |
| <b>IGETC:</b>        | <b>Transfer Area</b> |                   | <b>Effective:</b> | <b>Inactive:</b> |             |
| <b>CSU Transfer:</b> | Transferable         | <b>Effective:</b> | Fall 1981         | <b>Inactive:</b> | Spring 2011 |
| <b>UC Transfer:</b>  |                      | <b>Effective:</b> |                   | <b>Inactive:</b> |             |

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

The students will:

1. Evaluate book and catalog designs for effectiveness and appeal.
2. Produce effective layouts exhibiting provocative imagery, thoughtful typography, and readability and legibility.
3. Create professional mock-ups for book jackets and catalog covers using digital media.
4. Produce catalog and book projects or posters utilizing professional production techniques by specifying spot color, 4-color process, building tint combos, and separating files correctly.
5. Create print design projects in a team environment.
6. Effectively work in a team to brainstorm, design, and produce professional quality pieces from concept through offset printing.
7. Demonstrate good oral and comprehensive presentation skills.
8. Develop design solutions for projects by applying strategic and conceptual thinking.
9. Develop concepts for visual design projects utilizing advertising and marketing strategies.

### **Topics and Scope:**

1. Introduction to advanced graphic design & production fundamentals
2. Using strategic thinking to develop effective concepts.
3. Marketing concerns in the publishing industry & developing effective concepts
4. Creating effective book jackets
5. Printing concerns of duotones
6. Building good mockups for book covers
7. Marketing concerns in the publishing industry
8. Introduction to the catalog cover project
9. Creating effective catalog covers

10. Printing concerns of web graphics.
11. Creating effective mockups for catalog covers
12. Marketing and catalog covers
13. Introduction to final project
14. Brainstorming
15. Designing invitations
16. Secrets of Design - depth
17. Secrets of design - literacy
18. Planning and delivering presentations

### Assignment:

1. Book jacket
2. Catalog/magazine cover or poster
3. Group multimedia project and presentation
4. Book review
5. Case study - corporate logo
6. Case study - pepper sauce label

### 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:**

Instructor prepared materials.