

CATALOG INFORMATION

Dept and Nbr: APGR 51

Title: COMPUTER DESIGN

Full Title: Computer Related Design Basics and Application

Last Reviewed: 11/24/2003

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	2.50	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	2.50	Lab Scheduled	2.00	17	Lab Scheduled	35.00
		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: 70.00

Total Student Learning Hours: 140.00

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:**  
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 and specific problem solving skills are applied for 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: A preliminary course with focus on the history, basic principles of graphic design communication and visual problem solving to enable the student in producing producing 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: CSU;

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

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

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

### **CID:**

#### **Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

The students will:

1. interpret and comprehend the history of graphic design communication as it relates to the contemporary and current design field.
2. discern the basic principles of design as they refer to the field of graphic communication.
3. demonstrate skills in exercising design principles as they relate to visual and conceptual problem solving/creativity.
4. produce assignments and projects which contribute to the realization of relevant design basics as applied to the computer.

### **Topics and Scope:**

1. Receive information describing the history of Graphic Design and Visual Communication.
2. Understand Intellectual/Socially Relevant Communication.
3. Investigate Current Design and Visual Communication.
4. Learn the Basic Principles of Design.
5. Discern through continual examples, the Basics of Successful Design.
6. Understand Traditional Design Terms/Methodology and Tools.
7. Realize Computer Capabilities.
8. Integrate Traditional and Digital Applications.
9. Develop use of Typography as a Superior Medium.
10. Study and employ the design of Logos/Trademarks.
11. Understand and utilize the Design Format as it relates to specific purposes: business systems, signage, retail advertising, brochures, reports.
12. Attend guest lectures on the topics of Professional Design, Production, Layout, Lettering, Printing, Paper and Materials.



13. Understand the Applications to Camera-ready Artwork.
14. Review the relevance of the History of Graphic Design and Visual Communication.
15. Investigate Intellectual/Socially Relevant Communication.
16. Explore Current Design and Visual Communication.
17. Review Basic Principles of Design.
18. Discern Successful Design.
19. Understand Computer Capabilities.
20. Integrate Traditional and Digital Applications.
21. Apply Typography as a Superior Medium.
22. Design projects and assignments.
23. Develop creative, conceptual, problem solving visual skills.
24. Create comprehensive artwork.
25. Apply designs to computer output.

### **Assignment:**

1. Using examples from the history of design, students apply visual/intellectual relevance to contemporary applications.
2. Utilize black and white format to visually describe Principles of Design.
3. Contrast inaccurate to 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. Design of 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. Production of redesign of 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 explicitly designate emphasis/focal point.
18. Utilizing the Gestalt Theory, develop a self promotional design piece utilizing all principles of design in unison.

### **Exams:**

1. Principles of Design.
2. Computer generated two-color brochure.



## 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, Field work, Lab reports, Exams

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.

Participation in Class

Other Category  
20 - 25%

## Representative Textbooks and Materials:

Class Syllabus