

**APGR 51C Course Outline as of Spring 2011****CATALOG INFORMATION**

Dept and Nbr: APGR 51C Title: INTER. DESGN &amp; PROD FDM

Full Title: Intermediate Graphic Design &amp; Production Fundamentals

Last Reviewed: 5/6/2002

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 53A

**Catalog Description:**

Theory and practice of graphic design in a project oriented atmosphere. Student will be exposed to the design process, four-color process, digital imaging, and production.

**Prerequisites/Corequisites:**

Course Completion of APGR 51B ( or APGR 52)

**Recommended Preparation:****Limits on Enrollment:****Schedule of Classes Information:**

Description: Theory and practice of graphic design in a project oriented atmosphere. Student will be exposed to the design process, four-color process, digital imaging, and production. (Grade Only)

Prerequisites/Corequisites: Course Completion of APGR 51B ( or APGR 52)

Recommended:

Limits on Enrollment:

Transfer Credit:

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>		<b>Effective:</b>	<b>Inactive:</b>
<b>UC Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>

**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. Apply principles of design and typography to practical design problems.
2. Create working files from film for film production in a manner acceptable to a high quality printer.
4. Utilize digital color comping techniques for professional comprehensives.
5. Plan graphic design projects using the four color printing process.
6. Compile job production specifications for an offset printer.

### **Topics and Scope:**

1. Introduction to Intermediate Graphic Design & Production
2. Packaging design - Intro to project
3. Dielines: how to create in Illustrator
4. Practical printing concerns for packaging
5. Typographic concerns for packaging
6. Building good mock-ups
7. Marketing concerns of packaging
8. Wine label design - Intro to project
9. Typography for wine label design
10. Special printing techniques
11. Creating effective wine label mock-ups
12. Marketing in the wine business
13. CD promotional design: Intro to project
14. Typography and the music business
15. Practical printing concerns for CD's
16. Marketing in the music industry
17. Secrets of design: Draftsmanship
18. The evolution of ideas

19. Secrets of design: Pagecraft
20. Seven pillars of design

### Assignment:

1. Package re-design
2. Wine label & Ad
3. CD promotional project
4. Designer of Impact
5. Case Study: Tea Box
6. Case Study: Candy Bar
7. Case Study: Shopping Bag

### 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  
10 - 50%

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

Completion

Exams  
10 - 20%

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

PORTFOLIO AND GROUP PRESENTATION.

Other Category  
10 - 30%

### Representative Textbooks and Materials:

Instructor prepared materials.