APGR 54.2 Course Outline as of Spring 2011

CATALOG INFORMATION

Dept and Nbr: APGR 54.2 Title: DIG DESIGN PROD & PROC

Full Title: Digital Design Production and Process

Last Reviewed: 7/22/2002

Units		Course Hours per Week	ľ	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	6	Lab Scheduled	26.25
		Contact DHR	0		Contact DHR	0
		Contact Total	4.00		Contact Total	70.00
		Non-contact DHR	1.00		Non-contact DHR	17.50

Total Out of Class Hours: 87.50 Total Student Learning Hours: 175.00

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 39 - Total 2 Times

Also Listed As:

Formerly: APGR 59

Catalog Description:

An intensive course designed to teach the graphic design student how to create effective graphic images and produce operative files for print production.

Prerequisites/Corequisites:

Course Completion of APGR 52A (or APGR 91)

Recommended Preparation:

Some design experience and/or free-hand experience.

Limits on Enrollment:

Schedule of Classes Information:

Description: An intensive course designed to teach the graphic design student how to create effective graphic images and produce operative files for print production. (Grade Only)

Prerequisites/Corequisites: Course Completion of APGR 52A (or APGR 91)

Recommended: Some design experience and/or free-hand experience.

Limits on Enrollment:

Transfer Credit:

Repeatability: Total 2 Times

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. Create and format lines, shapes and images using FreeHand's tools and palettes.
- 2. Create design projects for print and the web using spot color, 4-color process, and web color using FreeHand's features.
- 3. Evaluate and modify images and fine tune typesetting using Freehand tools.
- 4. Create working files for service bureau output.

Topics and Scope:

Systematic exploration of the FreeHand program as it relates to the graphic design field.

Lecture Schedule:

- 1. Overview of FreeHand's tool and palettes. Customizing preferences files.
- 2. Text blocks, linking blocks, inset text and borders, editing text.
- 3. Type refinements: kerning, tracking and hyphenation, character and paragraph formatting, tabs, find and change, spell check.
- 4. Type on a path, converting type to paths, special text effects.
- 5. Style sheets: text and graphic.
- 6. Strokes and fills.
- 7. Drawing Bezier curves, lines and shapes.
- 8. Converting points, manipulating Bezier curves.
- 9. Move and transform features.
- 10. Using the Layers palette: organizing an illustration.
- 11. Importing graphics: scanning, compatible graphics formats.
- 12. Manipulating imported graphics: contrast, color, managing linked files.
- 13. Combining text and graphics, paste inside, text wrap.
- 14. Path operations, composite paths, masking, Xtras.

- 15. Blending: colors, shapes, paths, live blends.
- 16. Creating Tiled fills.
- 17. Multiple page documents.
- 18. Overview of color: applying color, color systems, matching systems.
- 19. Web illustrations: working with the RGB color system and the web palette.
- 20. Using spot color in documents.
- 21. Creating process color documents.
- 22. Trapping.
- 23. Color separations: creating and proofing.
- 24. Exporting files for use in layout programs.
- 25. Printing composites: black and white, color; tiling oversize work.
- 26. Preflighting files for service bureau output.

Assignment:

Projects: (3-4 weeks each)

- 1. Shape and Image Notebook (semester long, checked every 4 weeks)
- 2. Logo design
- 3. Product label
- 4. 4-color Poster
- 5. Illustrated series of playing cards

Projects: (2-3 weeks each)

- 1. Business system: logo design, business card, letterhead
- 2. Newspaper advertisement
- 3. 4-color illustrated full page advertisement
- 4. Spot color brochure
- 5. Billboard group project
- 6. Web icons and web page design

Assignments (1 week each)

- 1. Stationary
- 2. Kokopelli
- 3. Optical Art design
- 4. Cartoon character
- 5. Designer sunglasses
- 6. Letter poem
- 7. Newsletter redesign
- 8. Comp an existing logo
- 9. Commercial spot illustration
- 10. Trapping Exercise

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 10 - 30%

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

Exercises and Projects

Skill Demonstrations 50 - 80%

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

Completion, In-Class Practicums

Exams 10 - 30%

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

None

Other Category 0 - 0%

Representative Textbooks and Materials:

"Real World FreeHand 8", 5th ed. Olav Martin Kvern, Peachpit 1999