Approved (Changed Course)
APGR 51B Course Outline as of Fall 2002

CATALOG INFORMATION

Dept and Nbr: APGR 51B   Title: BEG. DESGN & PROD. FUND.
Full Title: Beginning Graphic Design & Production Fundamentals
Last Reviewed: 1/28/2002

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 52

Catalog Description:
This course provides the graphic design student with the information and practice to create effective visual communications for print in a hands-on environment. The computer will be used as a significant tool for design and production.

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

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: This course provides the graphic design student with the information and skill sets to produce visual communication. (Grade Only)
Prerequisites/Corequisites: Course Completion of APGR 51A (or APGR 51)
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:
Not Certificate/Major Applicable

COURSE CONTENT

Outcomes and Objectives:
The student will:
1. Apply design principles to graphic design projects.
2. Employ professional digital imaging techniques in the preparation of projects.
3. Apply professional production techniques to two-color projects.
4. Evaluate trademarks, logos, and business system identity in order to avoid copyright infringement.
5. Integrate research into graphic images, using books, magazines, journals and other resources, into the creation of design concepts.
6. Present design projects in a professional manner.
7. Work effectively in a "design team" environment to develop and produce projects.
8. Evaluate current design trends.
9. Evaluate various graphic design careers.
10. Design an effective working studio set up.
11. Outline the steps for conducting a typical photoshoot.
12. Describe the process for hiring sub contractors and working with art directors.

Topics and Scope:

1. Logos and trademarks
2. Business systems
3. Choosing and ordering paper stock
4. Retail advertising design
5. Catalog cover design
6. Photography
7. Illustration
8. Copy writing
9. Editing

10. Photo cropping
11. Greeting card design
12. Newsletter design
13. Brochure design
14. Signage
15. Typography and lettering
16. Provocative headline
17. Creativity
18. Self Promotion
19. Design campaigns & collateral materials
20. Design teams
21. Menu design
22. Announcement design
23. Business of design
24. Current employment opportunities
25. Creating a design studio environment
26. Art direction
27. Directing photo shoots
28. Hiring and supervising subcontractors

Assignment:

1. Develop logos.
2. Develop a business system.
3. Design a greeting card.
4. Create a newsletter masthead and front page design.
5. Design a brochure.
6. Prepare signage in various sizes.
7. Develop headline and visual with provided copy.
8. Create a self promotional piece.
9. Develop a group campaign design.
10. Develop and create individual business forms.
11. Design an effective studio environment.

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	Problem solving 20 - 50%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.
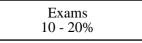
Class performances, Performance exams	Skill Demonstrations 10 - 50%

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

Multiple choice, True/false, Matching items, Completion	Exams 10 - 20%

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

Attendance.	Other Category 10 - 30%

Representative Textbooks and Materials:
Instructor developed materials.