APGR 53A Course Outline as of Fall 1981

CATALOG INFORMATION

Dept and Nbr: APGR 53A Title: ADV DESIGN GRAPHICS
Full Title: Advanced Design Graphics
Last Reviewed: 5/6/2002

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	2.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	2.00	Lab Scheduled	2.00	17.5	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:
Theory and practice of graphic design in a project oriented atmosphere. Student will be exposed to the design process, four-color process, and basic color rendering techniques and digital imaging and production.

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

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: Survey of graphic design emphasizing hands-on skills development in a project oriented atmosphere. (Grade Only)
Prerequisites/Corequisites: Course Completion of APGR 51B (or APGR 52)
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:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
The students will demonstrate a knowledge of:
1. the principles of design and how they relate to practical design problems by applying them to projects.
2. typographic design by applying them to practical design projects.
3. methods of putting together working film in a manner acceptable to a high quality printer.
4. color comping techniques and be able to communicate graphic concepts in a professional manner.
5. the four color printing process and be able to specify a job to print correctly.

Topics and Scope:

1. Introduction to Advanced Design Graphics
2. Issues and Methods of Poster Design
3. Using Spot Color Effectively
4. Issues and Methods of Book Design
5. Book Binding and Finishing
6. Working with Four Color Process: Tint Combos
7. Case Study #1
8. Issues and Methods of Paper Promotions
9. Duotones, Tritones, Quadtones
10. Case Study #2
11. Issues and Methods of Wine Label Design
12. Specialty Processes: Embossing, Foil Stamping, Die Cutting
13. Graphic Presentations

Assignment:

Assignments:

1. Case Study #1: Shopping Bag
2. Case Study #2: Hot Sauce Label
3. Book Review

Projects:

1. Poster Project
2. Book Jacket
3. Paper Promotions Piece
4. Wine 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 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:

"Step by Step" - A Design Journal by Dynamic Graphics 1995