

CATALOG INFORMATION

Dept and Nbr: ART 52

Title: GRAPH DESIGN/POSTER

Full Title: Graphic Design/Poster Production

Last Reviewed: 4/21/2005

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	1.00	Lab Scheduled	4.00	3	Lab Scheduled	70.00
		Contact DHR	0		Contact DHR	0
		Contact Total	6.00		Contact Total	105.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 175.00

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 08 - May Be Taken for a Total of 6 Units

Also Listed As:

Formerly:

**Catalog Description:**  
Advanced graphic design class emphasizing the design, production and printing of posters. While gaining a first-hand experience in production techniques, students will have an opportunity to create highly finished pieces for their portfolios. Projects explore the use of type and imagery for effective visual communication and the preparation of camera-ready art. Course involves a wide range of media and tools including the use of the computer, process camera and silkscreen printing.

**Prerequisites/Corequisites:**  
Completion of any of the ART 51 series, ART 27A or ART 27B.

**Recommended Preparation:**

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Adv graphic design class emphasizing the design, production & printing of posters. While gaining a first-hand experience in production techniques, students will have an opportunity to create highly finished pieces for their portfolios. Use of the computer, process

camera & silkscreen printing. (Grade or P/NP)

Prerequisites/Corequisites: Completion of any of the ART 51 series, ART 27A or ART 27B.

Recommended:

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: May Be Taken for a Total of 6 Units

## **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: Summer 2005
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

1. Learn to do necessary research in advance of designing projects.
2. Prepare preliminary roughs that explain, visually, design concepts.
3. Apply the aesthetic and practical principles of typography and layout design.
4. Refine design skills and the ability to express ideas creatively.
5. Create original artwork and make it camera-ready.
6. Become familiar with using Macintosh computer to set type.
7. Use a variety of production tools and media to gain technical skills.
8. Use the stat camera and photographic processes to make film negatives and positives.
9. Prepare photographic and hand-cut stencils.
10. Learn to construct silkscreens.
11. Learn to mix inks for printing.
12. Learn to make prints with the silkscreen process.
13. Use drafting tools, photocopy machines, light table, lacy, and other equipment used by designers.
14. Evaluate the success of completed work.
15. Study the history and aesthetics of posters as an art form.

### **Topics and Scope:**

During the course students will:

1. Apply the basic design principles of color and composition to the layout and design of posters.
2. Study the dynamics of visual communication and understand the

principles necessary for legibility and readability of words and images in the design of posters.

3. Learn to do preliminary design roughs and develop ideas into finished comprehensives.
4. Develop an understanding of the aesthetic and functional concerns of using lettering on posters including: placement, sizing, and the hierarchy of importance for communication.
5. Develop an understanding of the fundamental principles of letterspacing, wordspacing, linespacing, and typographic composition for posters.
6. Analyze and select typefaces for a given situation based on their appropriate flavor, weight, texture and aesthetic appeal.
7. Use the computer to set type digitally and explore its creative possibilities to manipulate scanned images.
8. Prepare camera-ready artwork - use the procedures for making a paste up and color separated mechanicals.
9. Use the stat camera and develop and enlarge ortho film as negatives and positives.
10. Strip up film materials as mechanicals for making stencils.
11. Build a silkscreen frame, stretch fabric, and prepare it for printing.
12. Become familiar with a variety of stencil techniques including photographic, hand-cut, and hand-painted.
13. Learn about mixing inks and setting up to print.
14. Learn to register and correctly make multi-color prints on paper.
15. Learn to safely clean up after printing and properly reclaim screens.
16. Review health and safety concerns related to silkscreen printing and graphics materials.
17. Study the history of posters from the late 19th century to contemporary designers.
18. Critique completed work to evaluate success in terms of design, communication and print quality.

### **Assignment:**

The majority of assignments in this course will involve the design, production and printing of posters for school sponsored events. Typically, posters are for the announcement and promotion of art exhibits, concerts, planetarium shows, lectures and related work on projects with one or two others in class. The final project requires each student, working independently of others, to complete a poster on their own, exploring the theme that has been established for that semester.

### **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  
10 - 30%

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

Class performances

Skill Demonstrations  
10 - 30%

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

None

Exams  
0 - 0%

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

A PORTFOLIO OF COMPLETED WORK WILL BE MAJOR BASIS FOR COURSE GRADE. OTHER FACTORS: ATTENDANCE, EFFORT, GROWTH & CLASS PARTICIPATION.

Other Category  
80 - 100%

### **Representative Textbooks and Materials:**

TYPE & IMAGE: THE LANGUAGE OF COMMUNICATION by Phillip Meggs.