Lassen Community College Course Outline

ART-25 Graphic Design 1   3.0 Units

I.   Catalog Description

A visual communication course using image generation/manipulation and text components in Adobe Photoshop. The integration of images, text, and graphics will be conceptualized then utilized to produce commercial based products such as posters, ad campaigns, product packaging, and cover designs. Production, printing, presentation and critiques, emphasizing the six-step design process, basic design principles, personal expression through digital graphic design processes will be used to meet crucial deadlines. This course has been approved for hybrid and online delivery. To cover the costs of printing proofs for each project assignment, a $10.00 lab fee will be charged at the time of registration. All students will provide additional materials and supplies with an estimated cost of $70.

Recommended Preparation: Successful completion of ENGL105 or equivalent multiple measures placement. Art 1A Two-Dimensional Design and Art 19A Beginning Digital Photography

C-ID ARTS 250
Transfers to both UC/CSU
General Education Area: C
25.5 Hours Lecture, 76.5 Hours Lab, 51 Expected Outside Class Hours, 153 Total Student Learning Hours
Scheduled: Spring

II.   Coding Information

Repeatability: Not Repeatable, Take 1 Time
Grading Option: Graded or Pass/No Pass
Credit Type: Credit - Degree Applicable
TOP Code: 103000

III.   Course Objectives

A. Course Student Learning Outcomes
Upon completing the course, the student will be able to:
1. Solve time-based conceptual problems using design principles and basic techniques in Adobe Photoshop.
2. Discuss and analyze digital graphics: Bitmap vs. Vector, using appropriate terminology.
3. Demonstrate basic knowledge of career opportunities in digital graphics.

B. Course Objectives
Upon completing the course, the student will be able to:
1. Create finished artwork using the computer
    a. Produce product-oriented images using Adobe Creative Cloud software
    b. Save and place images
    c. Understand the-strengths of the above Adobe software in producing commercial based art.
    d. Produce conceptualized designs in a time-based manner to meet crucial

deadlines
2. Demonstrate working knowledge of:
   a. Basic computer operations necessary in the production of Digital Graphic Design
   b. Specific graphics programs
3. Design effectively with Adobe software for the production of various commercial purposes.
4. Evaluate computer artwork in classroom critiques and/or written essays in terms of:
   a. Basic design principles
   b. Personal expressiveness
   c. Visual effectiveness
   d. As "fine" art (personal expressiveness)
   e. As commercial art (effective visual communication)
5. Recognize and identify in a written test terminology and iconography pertaining to computer graphics.

IV. Course Content
A. Introduction/review of ~~iMac~~ computer
   1. Basic operations
   2. Creating files
B. How the computer produces images
   1. Examples of computer art.
   2. Brief survey of traditional visual art media and where the computer fits
   3. Comparison and use of vector and bitmap applications
      a. Strengths and weaknesses of each
      b. When they should be used
      c. How they can be combined
   4. Brief lecture survey of other types of graphics software available
C. Basic design elements in the visual arts
   1. Composition
   2. Line
   3. Color
   4. Considerations in producing art for personal expression versus commercial use
D. 4. Discussion of Adobe programs to be used in class
E. Use of Adobe Photoshop
   1. Page Setup
   2. Tools: drawing, painting, selection, manipulation, color, etc.
   3. Selection methods
   4. Layers
   5. Filters
   6. Transformations
   7. Type
   8. Panels
   9. Cloning, content aware, healing tools
F. Importing images with Adobe Photoshop
   1. Saving in various formats
   2. Legal and ethical considerations in the use of ~~scanned~~ images
   3. Layers
   4. Filters and image effects

G. Developing a creative brief to explain conceptual ideas of each project
H. Producing images combining all of the above
I. Saving the file and printing the image
J. Considerations in the use of a commercial printer
K. Presentation of completed artwork to meet a strict deadline
  1. Evaluation and critique according to:
     a. Basic aesthetic elements
     b. Personal expressiveness
     c. Commercial effectiveness
  2. Participation in annual Student Show

V. Assignments
  ### A. Appropriate Readings
    1. Software instruction manuals
    2. Handouts
    3. Periodicals
  ### B. Writing Assignments
    1. Creative Briefs for each project
    2. Critiques of computer artwork from outside sources
  ### C. Expected Outside Assignments
    A. Obtain or produce images to be manipulated and/or generated in the lab assignments
    B. Write outlines and critiques as listed above.
  ### D. Specific Assignments Demonstrating Critical Thinking
    1. All assignments calling for production of images beyond the basic exercises on the computer require critical thinking to use the Adobe CC software tools and skills learned in class
       a. Produce an image using bitmap application
    2. Evaluation and critique of images both written and in discussions
    3. Choosing work to exhibit in the annual Student Show

VI. Methods of Evaluation
Traditional Classroom Delivery
A. Quizzes
B. Projects
C. Class Discussions
D. Critiques
E. Portfolios

Hybrid Evaluation
All quizzes and exams will be administered during the in-person class time. Students will be expected to complete online assignments and activities equivalent to in class assignments and activities for the online portion of the course. Electronic communication, both synchronous and asynchronous (chat/forum) will be evaluated for participation and to maintain effective communication between instructor and students.

Online Delivery
A variety of methods will be used, such as: research papers, asynchronous and synchronous (chat/forum) discussions, online quizzes and exams, posting to online website and email communications.

VII. Methods of Delivery

Check those delivery methods for which, this course has been separately approved by the Curriculum/Academic Standards Committee.

☒ **Traditional Classroom Delivery** ☐ Correspondence Delivery

☒ Hybrid Delivery ☒ Online Delivery

Traditional Classroom Instruction
Lectures, demonstrations and practice.

Hybrid Delivery
A combination of traditional classroom and online instruction will be utilized. Each semester a minimum of 17 hours will be taught face-to face by the instructor and the remaining hours will be instructed online through the technology platform adopted by the District. Traditional class instruction will consist of exercises/assignments, lectures, visual aids, and practice exercises. Online delivery will consist of exercises/assignments, lecture posts, discussions, adding extra resources and other media sources as appropriate.

Online Delivery
Participation in forum-based discussions. Online exercises/assignments contained on website. Web based video vignettes with discussion paper, email communications, postings to forums, online lecture notes and web links will compromise the method of instruction.

VIII. Representative Texts and Supplies

OER - Graphic Design and Print Production Fundamentals, Graphic Communications Open Textbook Collective, British Columbia Institute of Technology, September 29, 2021, BCcampus, EBOOK ISBN 978-1-989623-67-1, PRINT ISBN 978-1-989623-66-4, https://collection.bccampus.ca/textbooks/graphic-design-and-print-production-fundamentals-bccampus-143/

Software manuals, instruction manuals, handouts, periodicals (example: "Adobe Illustrator")

Traditional Classroom Delivery
Materials and Supplies estimated cost: $20

> Sketch book/Pencil*
> USB Memory Stick – Flash Drive 8G minimum*
> *May be used in other related courses*

Hybrid and Online Delivery
Materials and Supplies estimated cost: $70
> Sketch book/Pencil*

USB Memory Stick – Flash Drive 8G minimum*
Adobe Photoshop and Adobe Illustrator license ($39.99 for 6 months at CollegeBuys.org)
   *May be used in other related courses
   Note: you will also need a computer and internet service (not included: in materials cost breakdown)

IX.   Discipline/s Assignment
Art/ Graphic Arts

X.   Course Status
Current Status: Active
Original Approval Date: 2/17/1999
Revised By: James Kleckner
Latest Curriculum/Academic Standards Committee Revision Date: 11/15/2022