

Graphic Design I GT

Essential Goals and Objectives

COURSE DESCRIPTION:

This academy was specifically designed to bridge the gap between a client's publication concept and the final printed product. The reproduction of various types of design layouts and related problems will be studied. Typography and major printing processes will be incorporated into class assignments. The application of specific technical skills will be stressed with an emphasis on precision, proper procedures and the integration of various computer programs.

After successfully completing this course the student will have a working understanding of publication design and preparing artwork for printing. He/she will have an understanding of major printing methods, color separation, application of computer programs and typical problems encountered in the field. The student will be able to demonstrate a high degree of proficiency in the use of various tools, materials and graphic design computer programs. Accuracy in preparing prepress files will be stressed. These newly acquired skills can be used to achieve future goals in the graphic design field.

Students are expected to prepare and maintain a graphic design portfolio. An optional national certification exam is offered to students with a final grade average of B or higher. Students will be able to learn technical skills as well as earn college credits at participating colleges. Through articulation agreements students are able to earn up to six college credits.

SCOPE AND SEQUENCE

UNIT I	Introduction to Graphic Design
UNIT II	Computer Systems and Procedures
UNIT III	Publication Layout and Design
UNIT IV	Typography
UNIT V	Commercial Graphic Design
UNIT VI	Institutional Graphic Design
UNIT VII	Digital Imaging
UNIT VIII	Digital Illustration
UNIT IX	Portable Document Files (PDF)
UNIT X	Prepress and Production
UNIT XI	Professional Portfolio and Career Skills
UNIT XII	Videography: Rules and Aesthetic
UNIT XIII	Videography: Pre-Production
UNIT XIV	Videography: During Production
UNIT XV	Videography: Post Production

GRAPHIC DESIGN COMPETENCY CATEGORIES:

Competencies are a measure of student progress and achievement. See competency profile for details.

Competencies taught in the program include:

I. Introduction to Visual Communications Students will learn how graphic design influence society, the use of marketing techniques and the training requirements to become a graphic artist.

- a. Overview of the graphic/digital arts professions
- b. Career opportunities
- c. Training requirements

II. Professional Work Habits Students will learn professional career behaviors through the use of simulations and practicing the skills needed for successful employment.

- a. Work ethics
- b. Leadership skills
- c. Team building via Aggie Boat simulation
- d. Work flow of projects

III. Computer Operations Students will learn the basics of using the computer to produce the files and documents needed for the industry.

- a. Basic computer operations
- b. Operating System
- c. File formats and management
- d. Network operations
- e. Storage, backup and output

IV. Measurement Systems Students will use the measuring methods used in the graphic arts and printing industries.

- a. Picas, Points and Agates
- b. Halftones measurements
- c. Scaling
- d. Aspect ratios
- e. Pagination and in-position

V. Graphic Design Using graphic design principles the students will produce a variety of well designed work. The students will work with images, headlines, text and graphs in single and multi-page publications as well as three-dimensional layouts.

- a. Problem solving
- b. Use of thumbnail and full size rough pencil concept layouts
- c. Commercial and Institutional graphics
- d. Use of layout design software
- e. Layout methods
- f. Publication design
- g. Charts and graphs
- h. Logo design

- i. File preparation considerations

VI. Illustration Students will learn the use of illustrations in design work and how to select the most effective style. Students plan and work up rough concept drawings before executing the final work.

- a. Use of thumbnail and full size rough pencil concept drawings
- b. Use of vector based illustration program
- c. Poster style graphics
- d. Digital illustration
- e. Product illustration

VII. Typography Typography is an essential component of any design project. As such students will learn how to identify and use effective typography in their design work.

- a. Introduction to typography terminology and history
- b. Font identification and management
- c. Use of font management software
- d. Designing with display fonts
- e. Designing with text
- f. Proofreading for accuracy

VIII. Digital Imaging Students will learn how to capture digital images and make the necessary adjustments for use in publication work. Students will learn to download, correct, manage and work with multi-image compositions. Students will learn how to repair severely damaged photographs.

- a. RGB and CMYK color modes
- b. Use of digital cameras and lighting techniques
- c. How to create and work with scanned and internet images
- d. How to work with screened and continuous tone images
- e. Use of digital imaging software
- f. Photo retouching
- g. Image altering ethics

VII. Production Students will learn the process of reproducing layouts from concept to publication. Students will design documents within production guidelines.

- a. Production theory and terminology
- b. Prepress and PDF creation
- c. Press operations
- d. Binding and finishing

VIII. Job Hunting and Employment Skills Student will learn how to locate employment opportunities and prepare for the job application process. Additionally students will learn job retention and advancement skills.

- a. Portfolio preparation
- b. Resumé preparation
- c. Interview skills and follow up

GOALS and CORE OBJECTIVES:

GOAL 1

The student will develop a working understanding of the graphic arts field.

Core Objectives:

1. The student will survey career opportunities.
2. The student will survey industry requirements for each career path.

GOAL 2

The student will develop and use graphic design problem solving skills.

Core Objectives:

1. The student will read, identify and interpret problems to be solved.
2. The student will analyze and explore possible solutions.
3. The student will evaluate effectiveness of solution.
4. The student will execute concepts with hand drawn thumbnail and rough layouts.

GOAL 3

The student will develop and practice industry workflow skills.

Core Objectives:

1. The student will develop work habits that are transferable between employers.
2. The student will be able to identify and improve poor workflow and project quality.
3. The student will be able to improve professional competency through achievement.

GOAL 4

The student will develop and practice proper layout methods.

Core Objectives:

1. The student will develop and practice proper use of tools, material and equipment.
2. The student will be able to identify and improve technique weaknesses.

GOAL 5

The student will be able to operate the computer.

Core Objectives:

1. The student will use the basic operating functions.
2. The student will be able to identify and use the various tools on the computer interface.
3. The student will be able to use the major keyboard commands and functions that are common to most graphic design programs.
4. The student will prepare and use the proper output device to produce their documents.

GOAL 6

The student will learn and use computer terminology.

Core Objectives:

1. The student will maintain a glossary for reference.
2. The student will use proper terminology while in training both verbal and written.

GOAL 7

The student will read, review and apply new computer material on a continuing basis.

Core Objectives:

1. The student will be able to locate and use reference materials.
2. The student will be able to use tutorial programs.
3. The student will be able to analyze and resolve problems in a logical manner.

GOAL 8

The student will be able to use various design and illustration software.

Core Objectives:

1. The student will be able to use the major tools and functions.
2. The student will produce design assignments using the assigned application.
3. The student will prepare program or PDF output files.

GOAL 9

The student will be able to use the scanner and related software.

Core Objectives:

1. The student will be able to operate the scanner.
2. The student will be able to use the scanning program.
3. The student will make the necessary adjustments and scan artwork or photographs to specifications.
4. The student will save the scanned image in the proper format using proper labeling.

GOAL 10

The student will be able to produce professional typographic designs.

Core Objectives:

1. The student will be able to use the major tools and functions of the design program.
2. The student will produce headlines, text and written assignments using the word processor and exporting it to a design program.
3. The student will utilize good typographic principles.

GOAL 11

The student will be able to produce comprehensive layouts.

Core Objectives:

1. The student will be able to produce page layouts, flyers, cover designs, brochures, letterheads, posters, periodicals, form design, stamps and packaging.
2. The student will produce design assignments using InDesign, QuarkXPress and supporting applications.
3. The student will prepare program or PDF output files.

GOAL 12

The student will be able produce charts and graphs on the computer.

Core Objectives:

1. The student will be able to research and use information provided.
2. The student will plot charts and graphs related to the information provided.
3. The student will create aesthetically pleasing charts and graphs.
4. The student will produce prepress files for the graphs and charts.
5. The student will produce bar, line, pie and pictorial charts and graphs.

GOAL 13

The student will be able to produce illustration work.

Core Objectives:

1. The student will be able to produce poster illustrations, product illustrations, word illustrations, periodical illustrations and spot illustrations.
2. The student will produce concept illustrations by hand and computer illustration for final output.
3. The student will prepare prepress files as needed.

GOAL 14

The student will be able to incorporate typography in design assignments.

Core Objectives:

1. The student will be able to identify type fonts and use typographic terminology.
2. The student will use type as a design element.
3. The student will specify type and use proofreader's marks.
4. The student will prepare prepress files as needed.

GOAL 15

The student will be able to understand the principles of printing.

Core Objectives:

1. The student will be able to use print terminology and production concepts.
2. The student will demonstrate an understanding of production methods.

GOAL 16

The student will prepare digital production files.

Core Objectives:

1. The student will perform all the necessary procedures for producing artwork for platemaking.
2. The student will give all necessary print specifications.

GOAL 17

The student will develop and use career skills.

Core Objectives:

1. The student will develop and maintain a professional portfolio of work.
2. The student will write, edit and update a professional resume.
3. The student will develop and practice interviewing skills.

GOAL 18

The students will create self-planned videos

Core Objectives:

1. The students will write and plan scripts and storyboards.
2. The students will create a shot list and film scenes.
3. The students will edit using a non-linear system.