

Course Outline

COURSE: CGD 160 **DIVISION:** 50 **ALSO LISTED AS:**

TERM EFFECTIVE: Summer 2017 **Inactive Course**

SHORT TITLE: TECH DESKTOP GRAPH

LONG TITLE: Technical Desktop Publishing, Graphics

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	2	36
		Lab:	3	54
		Other:	0	0
		Total:	5	90

COURSE DESCRIPTION:

Create multimedia presentations to effectively communicate ideas and market designs. Applies concepts, theories and principles of typography, color and design to create digitally based portfolios for application to four year colleges or for entry level employment. **ADVISORY:** Eligible for English 250, 260 and Mathematics 233. Familiarity with word processing, keyboarding, and DOS file management. Computer lab work can be done both in lab and off-site.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

L - Standard Letter Grade

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

- 02 - Lecture and/or discussion
- 03 - Lecture/Laboratory
- 04 - Laboratory/Studio/Activity
- 05 - Hybrid
- 72 - Dist. Ed Internet Delayed
- 73 - Dist. Ed Internet Delayed LAB

STUDENT LEARNING OUTCOMES:

1. Research, identify and evaluate characteristics of electronic portfolios associated with career objective.
Measure: critiques
ILO: 3, 1, 6, 2, 7, 5
2. Design a logo using Illustrator or other vector software.
Measure: Vector Logo
ILO: 7, 5, 2, 1, 3, 6
3. Create Branding Image using PhotoShop or raster software
Measure: Raster Branding
ILO: 7, 5, 2, 1, 3, 6
4. Organize work using a story board and a coherent theme to prepare for delivery over the Internet.
Measure: Portfolio
ILO: 2, 1, 5, 7, 3, 6
5. Use multimedia applications (audio, video, graphics, and text) to showcase design products produced using computer graphics and design skills.
Measure: Multimedia presentation
ILO: 7, 2, 1, 3, 5, 6
6. Create electronic files of graphic presentations for art and computer graphics and design courses.
Measure: digital files
ILO: 1, 5, 7, 3, 2, 6

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Inactive Course: 02/27/2017 Effective Summer 2017

8 Hours

CONTENT: Essential qualities within successful portfolios for CGD careers.

SPO: Research, present and critique sample portfolios.

HOMEWORK: Present and critique model portfolios for selected career goal.

22 Hours

CONTENT: Elements of effective logos, Illustrator or other vector graphic program basics.

SPO: Integrate design principles and color theory in design of logo using graphics program.

HOMEWORK: Create a logo reflective of career objective using vector software.

22 Hours

CONTENT: Ways Branding helps promote products, PhotoShop/raster graphics software.

SPO: Use graphic design skills to brand product using raster based application.

HOMEWORK: Develop your own branding that is consistent with work and career goal.

15 Hours

CONTENT: Use of constructive feedback to make revisions and improve projects

SPO: Use feedback to make improvements to projects

HOMEWORK: Obtain & use input from instructors & peers to make project revisions.

21 Hours

CONTENT: Methods for developing a multimedia portfolio presentation.

SPO: Produce a sequential multimedia presentation that showcases design projects.

HOMEWORK: Provide a story board to prepare a multimedia portfolio presentation.

2 Hours

Final Exam

METHODS OF INSTRUCTION:

Lecture, discussion, field experiences, guest lectures, demonstrations to support independent and group design and research projects reinforced by instructor and peer critiques.

METHODS OF EVALUATION:

CATEGORY 1 - The types of writing assignments required:

Percent range of total grade: 5 % to 25 %

Written Homework

Reading Reports

Essay Exams

Term or Other Papers

Other: Written Critiques

If this is a degree applicable course, but substantial writing assignments are not appropriate, indicate reason:

Course primarily involves skill demonstration or problem solving

CATEGORY 2 -The problem-solving assignments required:

Percent range of total grade: 15 % to 40 %

Homework Problems

Lab Reports

Other: Design Problems

CATEGORY 3 -The types of skill demonstrations required:

Percent range of total grade: 15 % to 40 %

Class Performance/s

CATEGORY 4 - The types of objective examinations used in the course:

Percent range of total grade: 15 % to 45 %

Multiple Choice

Matching Items

Completion

Other: Applied computer graphics competency exams

CATEGORY 5 - Any other methods of evaluation:

Percent range of total grade: 20 % to 45 %

Portfolio of course projects.

REPRESENTATIVE TEXTBOOKS:

Recommended:

Sara Eisenman, "Building Design Portfolios: Innovative Concepts for Presenting your Work", Gloucester, 2006

ISBN: 1592532233

Reading level of text: 13 grade Verified by: <http://www.standards-schmandards.com/exhibits/rix/index.php>

or other appropriate college level text.

Other textbooks or materials to be purchased by the student: flash drive, Sketchbook, sketch pens, pencils, headphones

Adobe Creative Suite 4 Design Premium All-in-One For Dummies. Jennifer Smith, Christopher Smith, Fred Gerantabee. Wiley. 2008. ISBN: 978-0-470-33186-6

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:
IGETC:
CSU TRANSFER:
Transferable CSU, effective 199270
UC TRANSFER:
Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N
Classification: Y
Noncredit Category: Y
Cooperative Education:
Program Status: 1 Program Applicable
Special Class Status: N
CAN:
CAN Sequence:
CSU Crosswalk Course Department: CGD
CSU Crosswalk Course Number: 160
Prior to College Level: Y
Non Credit Enhanced Funding: N
Funding Agency Code: Y
In-Service: N
Occupational Course: B
Maximum Hours:
Minimum Hours:
Course Control Number: CCC000170876
Sports/Physical Education Course: N
Taxonomy of Program: 095300