

CUYAMACA COLLEGE
OFFICIAL COURSE OUTLINE

GRAPHIC DESIGN 105 – FUNDAMENTALS OF DIGITAL MEDIA

2 hours lecture, 4 hours laboratory, 3 units

Catalog Description

This course explores the digital hardware and software used in graphic design with an emphasis on print graphics production skills. Students will learn how to operate the computer and use software applications common in graphic design (Adobe Illustrator, Photoshop, InDesign and Quark Xpress). Design principles will be introduced as students explore the creative potential and practical aspects of graphic design with realistic project assignments.

Recommended Preparation

Basic computer skills (can be learned in introductory CIS or BOT classes)

Entrance Skills

Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:

- 1) Basic computer skills

Course Content

- 1) Basic computer skills and practices as applied to graphic design:
 - a. Computer hardware systems and the influence of processor speed, memory, disk storage devices and networks as applied to the graphic arts field
 - b. Use of input devices such as keyboards, mice, graphic tablets, digital cameras and scanners
 - c. Use of laser and ink jet printing technology
 - d. File management and use of removable media
 - e. Strengths and weaknesses of major operating systems (MacOS, Windows)
 - f. Use of the Internet and World Wide Web including browsers and search engines
- 2) Basic digital production skills:
 - a. Use of major software applications commonly used in the graphic arts field for illustration, imaging and page layout (Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Quark XPress)
 - b. Introductory monitor and printer calibration and use of color profiles for screen and print graphics
 - c. Production terminology and concepts including raster vs. vector, image resolution, image/canvas/file size, file formats, color models for reproduction (CMYK, Spot, RGB, web safe RGB)
- 3) Introductory graphic design principles and concepts:
 - a. Aesthetic principles of graphic design in a digital environment (balance, rhythm, unity, proximity, contrast, etc.)
 - b. Appropriate use of fonts and image making for print and screen-based delivery systems
 - c. Influence of technology on typography and image making
 - d. Legal and ethical issues related to copyright

Course Objectives (Expected Student Learning Outcomes)

Students will be able to:

- 1) Describe the relationship between hardware components and computer performance
- 2) Properly use input and output devices
- 3) Manage multiple files for digital projects and use appropriate file formats
- 4) Use the Internet for research, communication and file transfer
- 5) Synthesize production skills and design concepts to design and produce simple print graphics projects (logo, poster, editorial layout or montage, etc.) with Adobe Illustrator, Photoshop, InDesign and/or Quark XPress
- 6) Properly use and apply production terminology and concepts such as raster vs. vector, image resolution, image/canvas/file size and file format
- 7) Describe and demonstrate legal and ethical behavior with regard to copyright

Method of Evaluation (Measuring Student Learning Outcomes with Representative Assignments)

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Quizzes and exams that measure the ability of students to use design terminology and explain design and technology concepts
- 2) Practical exams that measure the ability of students to use computer applications to solve real-life graphic design problems
- 3) Exercises that demonstrate effective visual problem solving techniques based on criteria specified by the teacher. For example, students will sketch a grid layout for a flyer.
- 4) Exercises that require skillful use of hardware and software applications. For example, students will scan an image, adjust its size and color, and print it.

- 5) Exercises that require effective written communication based on criteria specified by the teacher. For example, students will write the text for a flyer or newsletter, using correct spelling and grammar in language appropriate for the audience, topic, and goals of the piece.
- 6) Critiques that require students to analyze successful design solutions
- 7) Critiques that require students to verbalize and apply feedback to improve work based on criteria specified by the teacher

Special Materials Required of Student

Storage media (zip disk, USB drive, etc.), notebook/sketchbook, presentation materials specified by teacher (e.g., mat, glue, paper)

Minimum Instructional Facilities

Lab/studio with large, flat work tables, student art desks and chairs, flat files, storage cabinets, large wall spaces with bulletin boards, marker boards, bright lighting, adequate ventilation, outside spray booth, computer projection system, overhead projector, AV screen, light box, paper cutter, cutting mats, pencil sharpeners, computers, software, input devices, type libraries, graphic tablets, printers, scanners and digital cameras

Method of Instruction

- 1) Lecture and demonstration
- 2) Analysis of examples of graphic designs
- 3) Assignments
- 4) Individual student conferences
- 5) Student presentations, design exhibitions
- 6) Instructor/student critiques
- 7) Research papers
- 8) Field trips

Texts and References

- 1) Required (representative examples):
 - a. Williams, Robin. The Mac Is Not A Typewriter. Peachpit Press, 2003.
 - b. Weinmann, Elaine and Peter Lourekas. Photoshop CS for Windows and Macintosh: Visual QuickStart Guide. Peachpit Press, 2003.
 - c. Weinmann, Elaine and Peter Lourekas. Illustrator CS for Windows and Macintosh: Visual QuickStart Guide. Pearson Education, 2004.
 - d. Weinmann, Elaine and Peter Lourekas, Peter. QuarkXPress 6 for Windows and Macintosh (Visual QuickStart Guide). Peachpit Press, 2003.
 - e. Cohen, Sandee. InDesign CS for Macintosh and Windows: Visual QuickStart Guide. Peachpit Press, 2003.
- 2) Supplemental: as assigned by instructor

Exit Skills

Students having successfully completed this course exit with the following skills, competencies and/or knowledge:

Ability to:

- 1) Describe the relationship between hardware components and computer performance
- 2) Properly use input and output devices
- 3) Manage multiple files for digital projects and use appropriate file formats
- 4) Use the Internet for research, communication and file transfer
- 5) Synthesize production skills and design concepts to design and produce simple print graphics projects (logo, poster, editorial layout, or montage, etc.) with Adobe Illustrator, Photoshop, InDesign and/or Quark XPress
- 6) Properly use and apply production terminology and concepts such as raster vs. vector, image resolution, image/canvas/file size and file format
- 7) Describe and demonstrate legal and ethical behavior with regard to copyright