Syllabus

DATE OF LAST REVIEW: 1/5/15
CIP CODE: 10.0303
SEMESTER: DEPARTMENTAL SYLLABUS
COURSE TITLE: Graphic Design: Print Media II
COURSE NUMBER: DIGI 0179
CREDIT HOURS: 3 hours - 6 studio (lab) hours
INSTRUCTOR: DEPARTMENTAL SYLLABUS
OFFICE LOCATION: DEPARTMENTAL SYLLABUS
OFFICE HOURS: DEPARTMENTAL SYLLABUS
TELEPHONE: DEPARTMENTAL SYLLABUS
PREREQUISITES: DIGI 0115 Beginning Photoshop,
DIGI 0174 Beginning Illustrator
DIGI 0180 Publication Design
DIGI 0178 Graphic Design: Print Media I
EMAIL: DEPARTMENTAL SYLLABUS
KCKCC-issued email accounts are the official means for electronically communicating with our students.

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore,
http://www.kckccbookstore.com/ for the required texts for your particular class.

COURSE DESCRIPTION:
This course is an advanced course covering a continuation of techniques and information for graphic design focusing on print media covered in the prerequisite FNAR 178, Graphic Design: Print Media I. This course stresses creative development with sections on the history of graphic design, the design process, text and typography, layout, advertising design and electronic prepress. This course emphasizes the practical use of digital tools and processes in graphic design as well as color management for graphic design.

METHOD OF INSTRUCTION:
A variety of instructional methods may be used depending on content area. These
include but are not limited to lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE:

I. Digital Operating Systems
   A. Macintosh
   B. Windows
   C. Cross Platform Issues

II. Problem Solving for Clients
   A. Design Stages
   B. Graphic File Formats
   C. Getting Ready for Production
   D. New Technologies

III. Adobe Photoshop in Graphics
   A. Digital Imaging Editing
   B. Photo Correction
   C. Color Adjustment and Correction

IV. Adobe Illustrator in Graphics
   A. Logos and Scale in Vector Graphics
   B. Layout in Illustrator
   C. Integration of Photoshop and Illustrator Files

V. Indesign
   A. Development of Written Communication
   B. Creating a Project File and Managing work flow
   C. Preparing in Quark for press and printing

VI. Color Management
   A. Color and Vision
   B. Color Measuring
   C. Managing Color Profiles
   D. Monitor Calibration
   E. Printer Color Profiles
   F. Color Profile Software

EXPECTED LEARNER OUTCOMES:

At the conclusion of this course the student will:
A. have an advanced understanding of the technology of graphic design for print media.
B. be able to apply elements of design such as color theory and composition and principles of design to visual communications and graphics projects using standard digital software.
C. be able to identify type faces, and how to use them effectively in graphic design and managefont data bases.
D. be familiar with different methods of using digital software and color management systems for printing graphic communication.
E. be able to analyze graphic design pieces and verbalize their design decisions.
COURSE COMPETENCIES:

The student will have an advanced understanding of the technology of graphic design for print media.

1. The student will discuss the technology of graphic design both verbally and in class writings, with special attention to recent technological developments in graphic design.
2. The student will compare the various software and their appropriate use in graphic design.
3. The student will use proper advanced graphic design terminology and vocabulary in class discussions and class writings.
4. The student will keep an advanced design sketch book which will be available to the instructor.

The student will be able to apply elements of design such as color theory and composition and principles of design to visual communications and graphics projects using standard digital software.

5. The student will create a series of graphic designs, which demonstrate advanced color theory principles using Adobe Photoshop, Adobe Illustrator, and Quark Xpress.
6. The student will incorporate in his/her work advanced design principles using framal reference
7. The student will incorporate in his/her work advanced design principles using touching, overlapping, and cropping of forms.
8. The student will incorporate in his/her work advanced design principles of illusory space.
9. The student will incorporate in his/her work advanced design principles of contrast of elements in terms of space; directions; space and position; and the dynamics of negative-positive space.
10. The student will create a series of advanced graphic images which demonstrate good production methods for prepress.
11. The student will create series of advanced graphic images that demonstrate various formats for printing such as duotone as well as four color process.
12. The student will create graphic designs, which communicate ideas and concepts choosing the appropriate technology to create the design and prepare the design for printing.

The student will be able to manipulate type faces, alter type faces, use them effectively in graphic design and manage font data bases.

13. The student will create a series of graphic designs which demonstrate typographic theories and principles with manipulated fonts.
14. The student will incorporate in his/her work typographic principles including Visual Harmony, visual hierarchy, proximity, similarity grouping, and focal points.
15. The student will demonstrate a working knowledge of typographic
16. The student will create and organize a font list for a project and demonstrate methods of transfer of fonts to printers and publishers.

The student will be familiar with different methods of printing for graphic communication and demonstrate print production considerations for a range of printed materials.

17. The student will describe orally and in writing major stages in production cycles for printing of graphic materials.

18. The student will demonstrate the digital prepress process for a range of printed materials,

The student will be able to analyze graphic design pieces and verbalize their design decisions.

19. The student will analyze graphic designs both verbally and in writing for content, communication, creative choices, and compositional form.

20. The student will employ appropriate graphic design vocabulary in verbal and written communication.

21. The student will collect all projects created in this class to be used for a professional presentation portfolio.

ASSESSMENT OF LEARNER OUTCOMES:
Student progress is evaluated by means that include, but are not limited to, exams, written assignments, and class participation.

SPECIAL NOTES:
This Syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student’s progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding.

Kansas City Kansas Community College offers equal educational opportunity to all students as well as serving as an equal opportunity employer for all personnel. Various laws, including Title IX of the Educational amendments of 1972, require the college’s policy on non-discrimination be administered without regard to race, color, age, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.

Kansas City Kansas Community College complies with the Americans with Disabilities Act. If you need accommodations due to a documented disability, please contact the Director of the Academic Resource Center, in Rm. 3354 or call at: 288-7670.
KANSAS CITY KANSAS COMMUNITY COLLEGE

COMPETENCY INDEX

Course Number/Section/Title:
_________________________________________________

Student Name:_________________________ Student Number:______________________

Instructor: ____________________________ Division:____________________________

RATING SCALE for Competency Achievement
4 Superior
3 Good
2 Average
1 Inferior
0 Failure
NA Not Addressed

DIRECTIONS:
Evaluate the student by checking or highlighting the appropriate number to indicate the
degree of competency achieved.

COMPETENCIES:

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Please check one of the following:

[ ] I certify that the student completed the course and the competencies as indicated.

[ ] I certify that the student completed 25% of the course competencies as indicated.

Instructor Signature:
Date: