

Graphic Arts (GRART)

APPLIED GRAPHIC DESIGN/ DIGITAL IMAGING

The AA degree and certificate in Applied Graphic Design/Digital Imaging offer hands-on experience for students interested in combining artistic creativity and computer technology. Students receive practical knowledge of processes, theory of design principles and elements, computer software applications, and personal communication skills. Opportunities of employment from an education in graphic design range widely in emphasis. Related industries integrating graphic designers, digital imaging specialists, and multimedia authors vary as much as commercial printing does from motion pictures. All mass visual communications require the skills and training of graphic design/digital imaging.

Degree Major/Certificate Requirements:

Dept/No.	Title	Units
FIRST SEMESTER		
GRART 111	Elements and Principles of Graphic Design	3
GRART 113	Typography	3
Select one course from the following		
GRART 131	Digital Documents (Quark XPress)	
GRART 132	Digital Documents (InDesign)	2.5
SECOND SEMESTER		
GRART 112	Creative Process and Solutions	3
GRART 121	Applied Graphic Design 1	3
GRART 134	Adobe Illustrator Basics	2.5
THIRD SEMESTER		
GRART 122	Applied Graphic Design 2	3
GRART 136	Adobe Photoshop Basics	2.5
FOURTH SEMESTER		
GRART 114	Graphic Design Technology	3
GRART 123	Applied Graphic Design 3	3
GRART 142	Web Graphics (Dreamweaver)	2.5
Total Required Units:		31

For Associate Degree General Education requirements, refer to page 112.

GRART 48GA-MZ

Selected Topics in Graphic Arts

.5-9 units, 0-9 hours lecture, 0-27 hours laboratory (GR)

Acceptable for credit: CSU

See section on Selected Topics. 1030.00

GRART 111

Elements and Principles of Graphic Design

3 units, 2 hours lecture, 3 hours laboratory (GR)

Recommended preparation: Bus 219 or CIS 205 or Grart 230, and Grart 131 or 132

Acceptable for credit: CSU

Introduction to elements, principles, and techniques of graphic design: Elements of point, line, space and volume; principles of balance, unity, and emphasis; image generation techniques of proportion, contrast, visual impact, rhythm, and illusion; use of graphics software for project presentation. 1030.00

GRART 112

Creative Process and Solutions

3 units, 2 hours lecture, 3 hours laboratory (GR)

Acceptable for credit: CSU

Introduction to the established sequential graphic design process: Process of client communications, project objectives, creative briefs, goal orientation, creative production, presentation, solutions, and evaluation; development of creative imaging skills such as abstracting, morphing, sketching, symbol development, contrary expectations, and visual variety as project solutions. 1030.00

GRART 113

Typography

3 units, 2 hours lecture, 3 hours laboratory (GR)

Prerequisite or corequisite: Grart 131 or 132

Recommended preparation: Grart 230

Acceptable for credit: CSU

Introduction to the importance of type as a graphic design factor: Traditions of communications through visual symbols and letterforms, historical development of alphabets to modern computer-type technologies, type terminology, measurement, composition, and layout using traditional and computer page-layout software; hands-on projects demonstrating typographical concepts. 1030.00

GRART 114

Graphic Design Technology

3 units, 2 hours lecture, 3 hours laboratory (GR)

Prerequisite: Grart 131 or 132, and 134 and 136

Acceptable for credit: CSU

Technology-based orientation to file preparation dependant upon final output method: Concepts of print and electronic display limitations, file formats, image resolution and correction, color modes, file inspection, packaging, and delivery to the graphic arts service provider. 1030.00

Graphic Arts

GRART 115

Web Site Design

3 units, 2 hours lecture, 3 hours laboratory (GR)

Prerequisite: Grart 141

Acceptable for credit: CSU

Introduction to web-site design from a planning perspective: Good elements of graphic design, process of design, goals of site, message, audience demographics and psychographics, content and architecture, pre-production, building and maintaining. 1030.00

GRART 121

Applied Graphic Design 1

3 units, 1 hour lecture, 6 hours laboratory (GR)

Prerequisite: Grart 20 or 111 and 113

Corequisite: Grart 112

Recommended preparation: Bus 219 or CIS 205 or Grart 230

Acceptable for credit: CSU

Project-oriented class for the practical application of typographical theory: Impact of type on the audience, type composition, layout, emphasis, and characteristics for impact on readability, legibility and graphic design aesthetics; use of computer page-layout software in project completion. 1030.00

GRART 122

Applied Graphic Design 2

3 units, 1 hour lecture, 6 hours laboratory (GR)

Prerequisite: Grart 111 and 112 and 10 or 113

Recommended preparation: Bus 219 or CIS 205 or Grart 230

Acceptable for credit: CSU

Project-oriented class for the practical application of design theory, procedures, and processes: Advertising design for publications such as newspapers and magazines, packaging and publication design for the layout of newsletters and magazines; student-generated art using both hand and computer techniques for creation of presentation designs. 1030.00

GRART 123

Applied Graphic Design 3

3 units, 1 hour lecture, 6 hours laboratory (GR)

Prerequisite: Grart 111 and 112 and 113

Recommended preparation: Bus 219 or CIS 205 or Grart 230

Acceptable for credit: CSU

Project-oriented class for the practical application of design theory, procedures, and processes: Business graphics and corporate design, poster design, and branding for product identity and acceptance; student-generated art using both hand and computer techniques for creation of presentation designs. 1030.00

GRART 125A

Portfolio and Production Studio

4 units, 12 hours laboratory (GR or P/NP)

Prerequisite: Grart 123

Acceptable for credit: CSU

Application of knowledge and skills obtained in the "Applied Graphic Design" or "Web Graphics" programs: Production of a student portfolio, career search and application, and production of actual graphic projects; attendance and work ethic emphasized; provides a transitional experience from college to a work environment. 1030.00

GRART 125B

Graphic Production Studio

4 units, 12 hours laboratory (GR or P/NP)

Prerequisite: Grart 125A or equivalent

Acceptable for credit: CSU

Additional application of knowledge and skills obtained in the "Applied Graphic Design" or "Web Graphics" programs: Production of actual graphic projects; attendance and work ethic emphasized; provides a transitional experience from college to a work environment. 1030.00

GRART 131

Digital Documents (Quark XPress)

2.5 units, 2 hours lecture, 2 hours laboratory (GR)

Recommended preparation: Bus 219 or CIS 205 or Grart 230

Acceptable for credit: CSU

Application of "page-layout" software utilized in the graphic arts/multimedia industries for digital document generation: Production of various basic publications, use of peripheral devices such as scanners and laser output devices, and efficient print-ready file preparation. 1030.00

AA/AS area 4c

GRART 132

Digital Documents (Adobe InDesign)

2.5 units, 2 hours lecture, 2 hours laboratory (GR)

Recommended preparation: Bus 219 or CIS 205 or Grart 230

Acceptable for credit: CSU

Application of "page-layout" software utilized in the graphic arts/multimedia industries for digital document generation: Production of various basic publications, use of peripheral devices such as scanners and laser output devices, and efficient print-ready file preparation. 1030.00

AA/AS area 4c

Graphic Arts

GRART 133

Advanced Digital Documents (Quark XPress/ Adobe InDesign)

2.5 units, 2 hours lecture, 2 hours laboratory (GR or P/NP)

Prerequisite: Grart 131 or 132

Acceptable for credit: CSU

Application of software competencies learned in basic digital documents instruction: Production of "real world" digital documents using the professional page-layout programs, efficient file construction, advanced multi-page document construction, advanced style sheets, tabs and tables, advanced graphics and text controls, and drawing tools. 1030.00

GRART 134

Adobe Illustrator Basics

2.5 units, 2 hours lecture, 2 hours laboratory (GR)

Recommended preparation: Bus 219 or CIS 205 or Grart 230

Acceptable for credit: CSU

Skill-based approach to vector-based drawing software: Emphasis on graphic design, print and web graphics, and fine arts application; exploration through hands-on projects. 1030.00

AA/AS area 4c

GRART 135

Advanced Adobe Illustrator

2.5 units, 2 hours lecture, 2 hours laboratory (GR)

Prerequisite: Grart 134

Acceptable for credit: CSU

Application of "draw" software utilized in the graphic arts/multimedia industries for digitized illustration and drawing of imagery: Logos, posters, publication illustrations, custom environments, advanced typography, layers and appearances, drawing and coloring, brush techniques, blends, gradients and mesh, transparency, live effects and live 3D effects and other techniques; exploration through hands-on projects. 1030.00

AA/AS area 4c

GRART 136

Adobe PhotoShop Basics

2.5 units, 2 hours lecture, 2 hours laboratory (GR)

Recommended preparation: Bus 219 or CIS 205 or Grart 230

Acceptable for credit: CSU

Introduction to imaging software utilized in the graphic arts for photo and tonal manipulations: Selecting, painting and filling, layers, editing images, color correction, typography, tools, masks and channels, converting and manipulating images, and filters; exploration through hands-on projects. 1030.00

AA/AS area 4c

GRART 137

Digital Images for Photography and Print

2.5 units, 2 hours lecture, 2 hours laboratory (GR or P/NP)

Prerequisite: Grart 136

Acceptable for credit: CSU

Implementation of imaging software (Adobe Photoshop) utilized in graphic arts and photography: Tonal manipulations, image editing, color correction, file resolution, sharpening, filters, and output methods utilized in hands-on projects. 1030.00

GRART 141

Web Graphics (Photoshop/ImageReady)

2.5 units, 2 hours lecture, 2 hours laboratory (GR)

Prerequisite: Grart 136

Acceptable for credit: CSU

Implementation of graphic design principles and elements from GRART 136 to electronic displays for visual appeal and communications: Application to world wide web, multimedia presentations, interactive designs, and other electronically-transmitted images; emphasis on publication of images using Photoshop and ImageReady with other software. 1030.00

AA/AS area 4c

GRART 142

Web Graphics (Dreamweaver)

2.5 units, 2 hours lecture, 2 hours laboratory (GR or P/NP)

Recommended preparation: Bus 219 or CIS 205 or Grart 230 or 136

Acceptable for credit: CSU

Introduction and application of software (Dreamweaver) used in web-page design and construction: Web-page construction with emphasis on graphic appearance. 1030.00

GRART 143

Web Graphics (Flash)

2.5 units, 2 hours lecture, 2 hours laboratory (GR or P/NP)

Recommended preparation: Bus 219 or CIS 205 or Grart 230 or 136

Acceptable for credit: CSU

Introduction and application of software (Flash) used in web-page design, construction and animation: Web-page animation graphics. 1030.00

Graphic Arts

GRART 200

Special Projects Laboratory

1-2 units, 3-6 hours laboratory (GR)

Prerequisite: Grart 132

Course study under this section may be repeated three times.

Open laboratory for working on selected projects: Provides opportunities for development of advanced and/or individual skills in graphic arts. 1030.00

GRART 212A

Software for Multimedia (Director)

2 units, 1 hour lecture, 3 hours laboratory (GR)

Recommended preparation: Bus 219 or CIS 205 or Grart 230

Basics of software (Director) utilized in the multimedia industry for authoring web and interactive CD-based products. 1030.00

GRART 230

Computer Basics for Graphics

1 unit, .75 hour lecture, .75 hour laboratory (GR)

Recommended preparation: Very basic keyboarding skill

Basic computer operations for beginners with an interest in graphics and multimedia: Introduction to basic and special graphic operations with emphasis on Macintosh operating systems, with some Windows basics for graphics. 1030.00

AA/AS area 4c

GRART 231

Introduction to Graphic Design

3 units, 3 hours lecture (GR or P/NP)

Recommended for majors and non-majors seeking a career path in Applied Graphic Design.

Introduction to the graphic arts industry and the role of the graphic designer: Historical aspect of graphic design, human communications, print and electronic documents, computer usage in graphic design, and design fundamentals and aesthetics. 1030.00

GRART 248GA-MZ

Selected Topics in Graphic Arts

.5-9 units, 0-9 hours lecture, 0-27 hours laboratory (GR)

See section on Selected Topics. 1030.00

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Occupational Work Experience in Graphic Arts

1-4 units, hours to be arranged (GR) 1030.00