

# COURSE SYLLABUS

<b>LAST REVIEW</b>	Spring 2021
<b>COURSE TITLE</b>	Graphic Design: Print Media II
<b>COURSE NUMBER</b>	DIGI 0179
<b>DIVISION</b>	Arts, Communications, and Humanities
<b>DEPARTMENT</b>	DIGI
<b>CIP CODE</b>	10.0303
<b>CREDIT HOURS</b>	3.00
<b>CONTACT HOURS/WEEK</b>	Class: 3.00                      Lab: 6.00                      Clinical: X
<b>PREREQUISITES</b>	DIGI 0115 Beginning Photoshop DIGI 0174 Beginning Illustrator DIGI 0180 Publication Design DIGI 0178 Graphic Design : Print Media I

**COURSE PLACEMENT** Students must meet the correct placement measure for this course. Information may be found at:  
<https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html>

## 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.

## KANSAS SYSTEMWIDE TRANSFER: DIGI0179

The learning outcomes and competencies detailed in this course outline or syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents.

## PROGRAM ALIGNMENT

This course is part of a program aligned through the Kansas Board of Regents and Technical Education Authority. For more information, please visit:

[https://kansasregents.org/workforce\\_development/program-alignment](https://kansasregents.org/workforce_development/program-alignment)

### General Education Learning Outcome

- Basic Skills for Communication
- Mathematics
- Humanities
- Natural and Physical Sciences
- Social and Behavioral Sciences

### Institutional Learning Outcomes

- Communication
- Computation and Financial Literacy
- Critical Reasoning
- Technology and Information Literacy
- Community and Civic Responsibility
- Personal and Interpersonal Skills

## TEXTBOOKS

<http://kckccbookstore.com/>

## METHODS 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, 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

### **COURSE LEARNING OUTCOMES AND COMPETENCIES**

Upon successful completion 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.
- 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 formal 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 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 vocabulary.
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 COURSE LEARNING OUTCOMES AND COMPETENCIES**

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

### **COLLEGE POLICIES AND PROCEDURES**

*Student Handbook*

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

*College Catalog*

<https://www.kckcc.edu/academics/catalog/index.html>

*College Policies and Statements*

<https://www.kckcc.edu/about/policies-statements/index.html>

*Accessibility and Accommodations*

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.