

ART135 : Graphic Design: Digital Publication

General Information

Author:	<ul style="list-style-type: none">Rebecca Hillquist
Course Code (CB01) :	ART135
Course Title (CB02) :	Graphic Design: Digital Publication
Department:	ART
Proposal Start:	Spring 2025
TOP Code (CB03) :	(1030.00) Graphic Art and Design
CIP Code:	(50.0409) Graphic Design.
SAM Code (CB09) :	Possibly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000626455
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	ART 135 focuses on the principles of graphic design to create layouts that can be viewed in print, pdf, and electronic publication formats. Emphasis is placed on industry standard software such as Adobe InDesign. Students integrate typography and graphics to create a variety of projects that explore the technical and aesthetic nature of user experience, and user interface design, through print, pdf and electronic publication (EPUB). The creation of portfolio level work is stressed throughout the course. Verbal and visual presentation skills necessary to communicate with future clients are emphasized. Critiques focus on appropriate solutions, visual interest and craftsmanship.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit
Author:	<ul style="list-style-type: none">Rebecca Hillquist

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Art
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to CSU only

Transferability Status

Approved

Units and Hours

Summary

Minimum Credit Units (CB07) 3

Maximum Credit Units (CB06) 3

Total Course In-Class (Contact) Hours 90

Total Course Out-of-Class Hours 72

Total Student Learning Hours 162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	2	4
Laboratory Hours	3	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	0
Course In-Class (Contact) Hours	
Lecture	36
Laboratory	54
Studio	0

Total 90

Course Out-of-Class Hours

Lecture	72
Laboratory	0
Studio	0
Total	72

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Prerequisite

ART132 - Graphic Design: Typography (in-development)

Objectives

- Explain the history of typography including major type families, designers, and style movements.
- Explain the rules, vocabulary and anatomy of type and letterforms.
- Practice the principles of typographic visual organization.
- Explore the impact of typographic solutions on visual communication.
- Develop an aesthetic appreciation of typography as both text and display.
- Discuss, critique and evaluate their own compositions, as well as those of their classmates.

AND

Advisory

ART133 - Graphic Design: Digital Illustration (in-development)

Objectives

- Create a multi-color illustration.
- Define basic Illustrator tools.
- Create and save new documents and artboards.
- Create simple geometric shapes with Illustrator.
- Create complex shapes using the pen and pencil tool.
- Create and reshape paths.

AND

Advisory

ART134 - Graphic Design: Foundations (in-development)

Objectives

- Explain foundation level graphic design concepts.
- Relate a functional knowledge and understanding of graphic design project creation.
- Outline a practical overview and understanding of client requirements.
- Cultivate a functional understanding of relevant graphic design standards.

AND

Advisory

PHOTO160 - Photoshop (in-development)

Objectives

- Identify digital image fundamentals
 - Apply scanning and importing image methods
 - Identify and use Photoshop's basic interface.
 - Apply open, create, resize, and save image methods.
 - Create and refine selections to make changes in a document.
 - Apply layer basics.
 - Apply basic image retouching and enhancing methods.
 - Use the paint, shape, pen, and type tools.
 - Use the ruler, a grid, guides, and set up their preferences.
 - Apply print methods.
 - Analyze technical and design effects on image.
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Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction	Lecture
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Methods of Instruction	Laboratory
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Methods of Instruction	Multimedia
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Methods of Instruction	Demonstrations
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Out of Class Assignments

- Preliminaries (e.g. examples of sketches, and any preliminary versions of the project as well as research on assigned topics)
- Individual assignments (e.g. topic driven assignments demonstrating layout, composition, software typography)

Methods of Evaluation	Rationale
Evaluation	Instructor evaluation of student portfolio, preliminaries, or work
Evaluation	Peer review or critique of student work
Project/Portfolio	Midterm project
Project/Portfolio	Final applied practicum

Textbook Rationale
No Value

Textbooks				
Author	Title	Publisher	Date	ISBN
Kelly Anton, Tina DeJarld	Adobe InDesign Classroom in a Book	Adobe Press	2023	978-0137967445
David DuRocher	HTML and CSS QuickStart Guide: The Simplified Beginners Guide to Developing a Strong Coding Foundation, Building Responsive Websites, and Mastering ... Web Design	ClydeBank Media LLC	January 22, 2021	978-1636100005

Other Instructional Materials (i.e. OER, handouts)
No Value

Materials Fee
No value

Learning Outcomes and Objectives
Course Objectives
Explain intermediate level graphic design concepts.
Relate advanced knowledge and understanding of graphic design layout software.
Demonstrate a functional understanding of relevant graphic design, print and electronic publication (EPUB) standards.
SLOs
Develop solutions to assignments incorporating the critical elements of Graphic Design and Graphic Design software.

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
<i>ART</i> Studio Arts	Demonstrate intermediate mastery in a range of 2D/3D visual media
	Employ basic concepts in 2D design and drawing, or 3D design and drawing-for-sculpture; create portfolio ready, original artworks
<i>ART</i> Art - Certificate	Demonstrate skill in a broad range of media, materials and processes
<i>ART</i> Art - A.S. Degree Major	Demonstrate skill in a broad range of media, materials and processes
<i>ART</i> Visual Arts: Graphic Design - A.A. Degree Major (NIC)	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Graphic Design - A.A. Degree Major	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Graphic Design - Certificate	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design

Demonstrate knowledge and technical skill in Graphic Design layout software.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
<i>ART</i> Studio Arts	Demonstrate intermediate mastery in a range of 2D/3D visual media
	Employ basic concepts in 2D design and drawing, or 3D design and drawing-for-sculpture; create portfolio ready, original artworks
<i>ART</i> Art - A.S. Degree Major	Demonstrate skill in a broad range of media, materials and processes
<i>ART</i> Art - Certificate	Demonstrate skill in a broad range of media, materials and processes
<i>ART</i> Graphic Design - Certificate	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Graphic Design - A.A. Degree Major	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Visual Arts: Graphic Design - A.A. Degree Major (NIC)	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design

Additional SLO Information**Does this proposal include revisions that might improve student attainment of course learning outcomes?**

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Introduction (1.5 hours)

- Course orientation
- Layout software interface

Planning a Layout (3 hours)

- Assessing client needs
- Assessing printing needs
- Collecting copy
- Collecting images
- Mapping out with preliminary sketches
- Establishing deadlines

Digital Layout Creation (1.5 hours)

- Opening and creating a document
- Grid design strategy
- Interface workflow optimization techniques

Creating and Flowing Text (1.5 hours)

- Frame layout technique
- Adjusting frames within grid structure
- Editing text
- Visual typographic layout techniques

Typographic Formatting (1.5 hours)

- Formatting attributes
- Font, size, color and meaning
- Spacing, hyphenation and composition
- Special characters

Lists and Tables (1.5 hours)

- Visual use of indent
- Adding a drop cap
- Lists and hanging indents
- Dashes, spaces and breaks
- Creating a table within a layout

Drawing Techniques within Layout Software (1.5 hours)

- Original graphics
- Drawing lines and shapes
- Fill, stroke, color, and gradients
- Aligning and distributing objects
- Vector technique within layout software

Importing and Modifying Artwork (1.5 hours)

- Anatomy of import
- Cropping and scaling artwork
- Rotating, slanting, flipping, wrapping text and graphics
- Inline graphics and anchored objects

Transparency and Effects (1.5 hours)

- Graduations in translucency
- Adjusting opacity and blending color
- Applying effects
- Clipping paths and alpha channels

- Importing layered artwork

Style Sheets within Layout (1.5 hours)

- Assembling a custom style
- Creating, applying and updating paragraph styles
- Augmenting text with character styles

Pages, Layers, and Extensible Markup Language (1.5 hours)

- Structure
- Pages, sections, and text variables
- Creation and theory of master pages and layers
- Assigning Extensible Markup Language (XML) tags and structure
- Separating XML content and design

Working with Long Documents (1.5 hours)

- Binding, synchronizing, and indexing
- Assembling documents into a book
- Synchronizing book documents
- Creating a table of contents and index

Graphic Design Printing and Output Technique (1.5 hours)

- Printing a draft
- Hyperlinks, and Portable Document Format (PDF)
- Preflight and packaging

Electronic Publication and EPUB formats (1.5 hours)

- EPUB Fixed-Layout
- EPUB Reflowable
- Thicks-Layout EPUB
- Graphic Design and Printer Issues
- Quality control of design elements
- Dialogue of client, designer and publication requirements
- Client approval process strategies

Presentation (1.5 hours)

- Presentation structure
- Client dialogue
- Introduction to portfolio structures

Laboratory Content (12 hours)

- Application of design principles
- Pages, section, and type variables
- Strategies for client approval process
- Software techniques and requirements
- Quality control
- Print and EPUB workflow
- Presentation and evaluation

Total hours: 36

Laboratory/Studio Content

Introduction (2.5 hours)

- Course orientation
- Layout software interface

Planning a Layout (5 hours)

- Assessing client needs
- Assessing printing needs
- Collecting copy
- Collecting images
- Mapping out with preliminary sketches
- Establishing deadlines

Digital Layout Creation (2.5 hours)

- Opening and creating a document
- Grid design strategy
- Interface workflow optimization techniques

Creating and Flowing Text (2.5 hours)

- Frame layout technique
- Adjusting frames within grid structure
- Editing text

- Visual typographic layout techniques

Typographic Formatting (2.5 hours)

- Formatting attributes
- Font, size, color and meaning
- Spacing, hyphenation and composition
- Special characters

Lists and Tables (2.5 hours)

- Visual use of indent
- Adding a drop cap
- Lists and hanging indents
- Dashes, spaces and breaks
- Creating a table within a layout

Drawing Techniques within Layout Software (2.5 hours)

- Original graphics
- Drawing lines and shapes
- Fill, stroke, color, and gradients
- Aligning and distributing objects
- Vector technique within layout software

Importing and Modifying Artwork (2.5 hours)

- Anatomy of import
- Cropping and scaling artwork
- Rotating, slanting, flipping, wrapping text and graphics
- Inline graphics and anchored objects

Transparency and Effects (2.5 hours)

- Graduations in translucency
- Adjusting opacity and blending color
- Applying effects
- Clipping paths and alpha channels
- Importing layered artwork

Style Sheets within Layout (2.5 hours)

- Assembling a custom style
- Creating, applying and updating paragraph styles
- Augmenting text with character styles

Pages, Layers, and Extensible Markup Language (2.5 hours)

- Structure
- Pages, sections, and text variables
- Creation and theory of master pages and layers
- Assigning Extensible Markup Language (XML) tags and structure
- Separating XML content and design

Working with Long Documents (2.5 hours)

- Binding, synchronizing, and indexing
- Assembling documents into a book
- Synchronizing book documents
- Creating a table of contents and index

Graphic Design Printing and Output Technique (2.5 hours)

- Printing a draft
- Hyperlinks, and Portable Document Format (PDF)
- Preflight and packaging

Electronic Publication and EPUB formats (2.5 hours)

- EPUB Fixed-Layout
- EPUB Reflowable
- Thicks-Layout EPUB
- Graphic Design and Printer Issues
- Quality control of design elements
- Dialogue of client, designer and publication requirements
- Client approval process strategies

Presentation (2.5 hours)

- Presentation structure
- Client dialogue
- Introduction to portfolio structures

Laboratory Content (14 hours)

- Application of design principles
- Pages, section, and type variables

- Strategies for client approval process
- Software techniques and requirements
- Quality control
- Print and EPUB workflow
- Presentation and evaluation

Total hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liaison?

No Value

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

Yes

If yes, in what areas were these changes made:

- Course Description
- Course Content
- SLO's
- Textbook(s)

Will any additional resources be needed for this course? (Click all that apply)

- No

If additional resources are needed, add a brief description and cost in the box provided.

No Value