

COMPUTER GRAPHICS**INDUSTRY SECTOR:** Arts, Media and Entertainment Sector**PATHWAY:** Design, Visual and Media Arts - Graphic Design**CALPADS TITLE:** Intermediate Graphic Design (Concentrator)**CALPADS CODE:** 7211**HOURS:**

Total	Classroom	Laboratory/CC/CVE
180	180	0

JOB TITLE	O*NET CODE	JOB TITLE	O*NET CODE
Multimedia Artists and Animators	27-1014.00	Designers, All Other	27-1029.00
Artists and Related Workers, All Other	27-1019.00	Graphic Designers	27-1024.00

COURSE DESCRIPTION:

This course reinforces aesthetic principles that govern artistic works in the graphic design arena. Students will utilize vocabulary of the visual arts, recognize and respond to the elements and principles of art with meaningful criticism, and put into practice artistic concepts in original graphic design works.

Students will use industry-standard software to create digital graphics. They will explore the skills and professional methods used by graphic designers. Using vector graphic illustration software, students will solve visual arts problems by implementing the expressive aspects of line, shape, value and form as well as learn the art of typography and color theory. Using raster graphic image editing software, students will manipulate and apply artistic effects to digital photographs and art. Students will gain the principles of design, elements of art, concepts, vocabulary, and technical skills which the creative industry often requires of entry-level candidates.

A-G APPROVAL: F**ARTICULATION:**

College	Course Code
Saddleback College	GD147
Irvine Valley College	DMA55
Coastline Community College	DGA C135
Orange Coast College	DMAD A181

DUAL ENROLLMENT: None**PREREQUISITES:**

Prerequisite
None

METHODS OF INSTRUCTION

- Direct instruction
- Group and individual applied projects
- Multimedia
- Demonstration
- Field trips
- Guest speakers

STUDENT EVALUATION:

- Student projects
- Written work
- Exams
- Observation record of student performance
- Completion of assignment

INDUSTRY CERTIFICATION:

- Adobe Creative Cloud Certifications

RECOMMENDED TEXTS:

- Computer Graphics is Thinking With Type: A Critical Guide For Designers, Writers, Editors, & Students by Ellen Lupton

PROGRAM OF STUDY

Grade	Fall	Spring	Year	Course Type	Course Name
9, 10, 11, 12				Introductory	Visual Imagery
9, 10, 11, 12				Introductory	Multimedia Communications Design
10, 11, 12				Concentrator	Computer Graphics
11, 12				Capstone	Advanced Computer Graphics

I.	INTRODUCTION AND ORIENTATION	CR	Lab/ CC	Standards
	• Demonstrate awareness of course objectives and competencies • Demonstrate an understanding of course requirements and student expectations • Demonstrate awareness of the professional practices, career opportunities, and skills of the graphic designer	2	0	Academic: WS: 11-12.4 CTE Anchor: Career Planning and Management: 3.1 CTE Pathway: A8.1
II.	THE COMPUTER GRAPHICS INDUSTRY	CR	Lab/ CC	Standards
	• Understand the role of planning in decision-making and responding to client expectations • Discuss job responsibilities in a company and identify the chain of command using an organizational chart • Identify the role of management and distinguish different management styles • Understand the cost of employee absenteeism and its impact on an organization's finances and salaries • Understand the impact of errors and misuse of resources on an organization's financial status • Identify the role of labor unions and/or professional organizations • Discuss the importance of maintaining a professional image to enhance community perception of the company/industry • Understand how individual actions can affect the larger community • Identify the impact of the industry on the environment and public safety • Identify the use of green technology within the industry sector • identify industry practices that demonstrate a commitment to sustainability • Demonstrate an awareness of industry standards and career opportunities • List personal qualifications • Identify career entry opportunities • Examine advanced training opportunities • Understand career paths and strategies for obtaining employment	4	0	Academic: LS: 11-12.1 CTE Anchor: Demonstration and Application: 11.1, 11.3, 11.4 CTE Pathway: A5.4, A5.6, A5.7
III.	WORKPLACE SAFETY	CR	Lab/ CC	Standards
	• Understand occupational safety issues and observe all safety rules • identify fire and disaster procedures • identify hazards in the workplace that cause accidents • respond to emergency situations	2	0	Academic: LS: 11-12.1 CTE Anchor: Health and Safety: 6.2, 6.5, 6.6, 6.7 CTE Pathway: A1.1
IV.	DESKTOP MANAGEMENT	CR	Lab/ CC	Standards
	• Recognize the desktop as a metaphor for artist tools and materials • Organize and manage visual assets • Transfer files within the hard drive • Transfer files to/from various media formats and devices • Externally store files • Use and maintain a printer • Understand and use appropriate computer terminology	6	0	Academic: LS: 11-12.6 CTE Anchor: Responsibility and Flexibility: 7.4 Technical Knowledge and Skills: 10.1 CTE Pathway:

				A8.5
V.	RASTER GRAPHICS SKILLS	CR	Lab/ CC	Standards
	• Use basic tools and commands • Manipulate and apply artistic effects to digital photographs and art • Use a variety of processes including layers and layer masks, retouching and image enhancement, and the clone tool • Adjust images and layers • Develop proficiency in: • Applying special effects and filters to images • Selectively applying filters with masks • Working with textures • Creating depth of field effects	30	0	Academic: RSIT: 11-12.1 WS: 11-12.2, 11-12.4 CTE Anchor: Technology: 4.1 Responsibility and Flexibility: 7.4 Ethics and Legal Responsibilities: 8.3 Technical Knowledge and Skills: 10.3 Demonstration and Application: 11.1 CTE Pathway: A1.3, A2.1
VI.	ELEMENTS OF ART	CR	Lab/ CC	Standards
	Line: • Solve a visual arts problem using the various qualities and properties of line • Analyze and derive meaning from the expressive, contrasting properties of line. • Recognize line as a dominant element in graphic design. Shape: • Solve a visual arts problem using the 2 dimensional, overlapping aspects of shape • Analyze and derive meaning from the dimensional and spatial aspects of shape Value: • Solve a visual arts problem using digital processes for creating value • Assess the 3-value relationships of light, medium, and dark in creating the illusion of 3-dimensional form, volume, and mass Form: • Solve an abstract visual arts problem using the qualities of form as the dominant element • Respond to the abstract, non-representational characteristics of the image and the impact of art elements in expressing the subject in a simplified manner • Recognize the elements of line, shape, and value in creating a form Texture: • Solve a visual arts problem using the surface qualities of texture as the dominant element. Distinguish texture from a pattern • Assess digital processes for incorporated texture into the image Color: • Solve a visual arts problem using color relationships • Formulate a written or verbal response to the visual qualities of color perception, color properties, and color relationships	10	0	Academic: LS: 11-12.1 WS: 11-12.2 WHSST: 11-12.1, 11-12.3, 11-12.4 CTE Anchor: Communications: 2.5 CTE Pathway: A1.3, A1.1

	Space: • Use art elements and principles to create the illusion of 3-d space on a 2-d surface; scale, linear perspective, atmospheric perspective, sharp detail, saturated color • Assess results of using elements and principles in the creation of space on a 2-dimensional surface			
VII.	ART FUNDAMENTALS	CR	Lab/ CC	Standards
	• Develop perceptual skills in analyzing computer graphic art and express these observations in terms of the elements of art; line, shape, value, form, texture, color, space • Use the specific vocabulary of the visual arts to express observations • Understand the concept of dominance vs. subordination, the emphasis of one aspect or art element in relation to other art elements • Analyze, assess and derive meaning from complex ideas such as: • Optical perception vs. conceptual perception • Abstract vs. representational • Objective vs. subjective • Form, subject and content. • Style, design, expression, metaphor • Positive vs. negative space • View examples of successful graphic design pieces in terms of specific elements of art • Recognize and articulate the elements of art in graphic design works • Recognize process and articulate how the principles of art are implemented in examples of graphic design works • Recognize and classify the diversity of graphic design work; logo development, corporate identity, product identity, marketing materials, and symbol development • Identify the role of digital media in graphic design	10	0	Academic: LS: 11-12.1 WHSST: 11-12.2 CTE Anchor: Communications: 2.3 CTE Pathway: A1.3, A1.2, A8.4
VIII.	COMPOSITION	CR	Lab/ CC	Standards
	• Demonstrate an understanding of basic layout and composition fundamentals • Determine Picture Plane and Picture Frame. • Identify the principles of art in works of graphic design • Perceive and respond to how the elements of art were used to achieve the principles of art: balance, contrast, dominance, emphasis, movement, repetition, rhythm, subordination, variation and unity • Articulate the relationship between the elements and principles • Analyze the role of the organizing principles of art by viewing historic and cultural works of graphic design	10	0	Academic: LS: 11-12.1 CTE Anchor: Problem Solving and Critical Thinking: 5.4 Technical Knowledge and Skills: 10.3 CTE Pathway: A1.2, A2.6
IX.	VISUAL LITERACY SKILLS	CR	Lab/ CC	Standards
	• Develop visual thinking skills and the ability to transform thoughts and information into images • Understand the difference between the objective and subjective qualities of art and realize how successful non-verbal communication is expressed • Write a clear artist statement of one's original work	10	0	Academic: WHSST: 11-12.4 CTE Anchor: Communications: 2.3 Technical Knowledge and Skills: 10.1 CTE Pathway: A1.9, A2.2
X.	BASIC ELEMENTS OF COMPUTER GRAPHICS	CR	Lab/ CC	Standards

	• Understand file sizes • Understand image resolution needs • Understand file formats • Use modes and channels • Use bit depth • Use hue, saturation, and brightness • Study and use color and light	16	0	Academic: A-CED: 1, 1.1 G-CO: 1 SEP: 6, 8 CTE Anchor: Technical Knowledge and Skills: 10.1 CTE Pathway: A2.8
XI.	CREATIVE PROBLEM SOLVING	CR	Lab/CC	Standards
	• Understand the creative solution process of concept development from thumbnails, roughs, comps, to the final design • Develop skill in observational drawing and the ability to quickly sketch an idea • Articulate the processes and rationale for refining one's own images • Make design decisions with aesthetic intent, which contribute to the design gestalt and put into practice the principles of art	10	0	Academic: WHSST: 11-12.7 SEP: 3 CTE Anchor: Problem Solving and Critical Thinking: 5.2, 5.3, 5.4 CTE Pathway: A2.3, A2.6
XII.	BASIC IMAGE MANIPULATION	CR	Lab/CC	Standards
	• Use scanners • Manipulate image size and resolution • Explain the difference between RGB and CMYK • Adjust tone and color • Use various digital platforms • Prepare print and pre-press • Manage color levels, curves, and color gamut	13	0	Academic: ETS: ETS1.C, ETS1 CTE Anchor: Responsibility and Flexibility: 7.5 Technical Knowledge and Skills: 10.3 CTE Pathway: A2.2, A2.9, A2.1
XIII.	IMAGE RESOURCES	CR	Lab/CC	Standards
	• Research and utilize a variety of resources • Discuss and comply with copyright laws • Demonstrate an understanding of internet file downloads • Demonstrate an understanding of stock photo and art	5	0	Academic: SEP: 8 CTE Anchor: Ethics and Legal Responsibilities: 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7 CTE Pathway: A2.1
XIV.	VECTOR GRAPHICS SKILLS	CR	Lab/CC	Standards
	• Use basic tools and commands • Solve visual art problems using vector graphic illustration software • Use a variety of tools including stroke and fill, the pen tool, Bezier curves, paths and shapes, and color and patterns • Demonstrate an understanding of text/graphic relationship • Identify and use font types and point sizes • Understand typography as both word and image • Apply special effects and filters to graphics	30	0	Academic: G-MG: 3 SEP: 3 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.2, 10.3

				CTE Pathway: A2.6, A2.7, A4.6
XV.	EMPLOYMENT LITERACY	CR	Lab/ CC	Standards
	- Identify available positions in the industry through the use of the Internet - Demonstrate an understanding of the skill sets for artistic careers - Complete an application form correctly - Prepare a written resume - Participate in a simulated employment interview - Prepare a portfolio of original creative work	10	0	Academic: WS: 11-12.4, 11-12.5 CTE Anchor: Communications: 2.3, 2.4, 2.5 Career Planning and Management: 3.1, 3.4, 3.5, 3.8 CTE Pathway: A5.6
XVI.	EMPLOYMENT SKILLS	CR	Lab/ CC	Standards
	- Demonstrate promptness, attend class regularly, and follow absence notification procedures - Develop and maintain acceptable working relations - Demonstrate the ability to manage time wisely - Demonstrate a positive and cooperative attitude - Demonstrate values of honesty and integrity - Demonstrate respect for others - Dress in a professional manner according to industry standards - Demonstrate appropriate personal hygiene/grooming and dress - Demonstrate responsibility by exerting a high level of effort and working toward a goal	3	0	Academic: LS: 11-12.1 CTE Anchor: Ethics and Legal Responsibilities: 8.3 Leadership and Teamwork: 9.3, 9.6, 9.7 CTE Pathway: A5.6
XVII.	INTERPERSONAL SKILLS AND GROUP DYNAMICS	CR	Lab/ CC	Standards
	- Demonstrate the ability to work as a member of a team - Identify proper procedures for handling harassment - Demonstrate leadership skills by working independently, making appropriate decisions, working well with others, and accepting constructive criticism - Demonstrate the ability to accept and work with individuals from various cultures	3	0	Academic: LS: 11-12.1 CTE Anchor: Leadership and Teamwork: 9.3, 9.5, 9.6 CTE Pathway: A2.2
XVIII.	THINKING AND PROBLEM SOLVING SKILLS	CR	Lab/ CC	Standards
	- Describe creative problem-solving techniques - Understand logical reasoning - Demonstrate the ability to interpret information correctly - Generate multiple viewpoints to aid creative thinking - Demonstrate the ability to make sound decisions	3	0	Academic: SEP: 1, 4, 8 CTE Anchor: Communications: 2.5 Problem Solving and Critical Thinking: 5.2, 5.3, 5.4 CTE Pathway: A4.6
XIX.	COMMUNICATION SKILLS	CR	Lab/ CC	Standards

	• Employ the conventions of art criticism in writing and speaking about works of art • Read technical software instructions and understand technical information using appropriate terminology • Listen attentively, follow directions, and relay directions to others • Demonstrate the ability to research and retrieve information	3	0	Academic: LS: 11-12.1 RSIT: 11-12.1 CTE Anchor: Communications: 2.5, 2.6 CTE Pathway: A7.2
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