

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

 X Transfer Course X A.A. Degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: GC 100 Graphic Communications

UNIT VALUE: 3 units

MINIMUM NUMBER OF SEMESTER HOURS: 48 hrs.

BASIC SKILLS REQUIREMENTS: Appropriate language and computational skills.

ENTRANCE REQUIREMENTS

PREREQUISITE: None

COREQUISITE: None

RECOMMENDED PREPARATION: None

SCOPE OF COURSE:

Theory and practice of effective mass communication. Examining communication models and exploring objectives, typography, design, imagery, color, and delivery systems used to create clear visual messages.

SPECIFIC COURSE OBJECTIVES:

Successful students will be able to:

1. Explain a basic communication model.
2. Demonstrate knowledge of basic printing technologies.
3. Deduce valid conclusions on type selections.
4. Identify proofreading procedures.
5. Identify color types.
6. Identify basic design principles.
7. Identify layout sequence.
8. Identify paper types.
9. Analyze the objectives of graphic communications.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Introduction to Graphic Communications
- II. Overview of Industry

- III. Perception/Emotional Appeal
- IV. Type Classification
- V. Use of Type
- VI. Type Composition
- VII. Proofreading
- VIII. Creative Type
- IX. Types of Copy
- X. Color Types
- XI. Color Theory
- XII. Design
- XIII. Magazine Layout
- XIV. Newspaper Layout
- XV. Layout for Production
- XVI. Planning Printing
- XVII. Paste-up
- XVIII. Letterpress
- XIX. Offset Lithography
- XX. Gravure
- XXI. Screen Printing
- XXII. Paper
- XXIII. Bindery

REQUIRED READING:

Arnston, Amy E. Graphic Design Basics. 4th edition. Toronto: Wadsworth/Thomson Publishing, 2003.

SUGGESTED READING:

Beach, Mark and Kenly, Eric, Getting it Printed, 3rd edition. Cincinnati: North Light Books, 1999

REQUIRED WRITING:

Five one page written assignments on objectives of communication, color, type, layout (design principles), publication comparison, level of appeal, and noise in communication and four visual communication projects.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.

Students are to read text, study lecture/lab notes, research and write required papers.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply:

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

- 50% - Written Assignments
- 10% - Class Participation
- 20% - Projects Assignments
- 20% - Exams

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes No Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

CONTACT PERSON: Grace Fowler (x3083)

SIGNATURES ON FILE: