

prehistoric pictographs to present day graphic design. Topics include the invention of writing and the creation of alphabets. Other topics include world influences on print and aesthetic design, and an understanding of the stylistic, social, political, economic, and historical events as related to communication and graphic design. The emphasis is on art movements, schools of thought, influential individuals, and technology as they interrelate with the history of graphic arts. Historical topics are applied to photography, print media graphics and motion graphics. Field trips to museums and guest speakers will be integrated into the topics as appropriate.

**GC 102 History of the Book and Publishing: Papyrus to Pixels (3)**

3 hours lecture

**Transfer acceptability:** CSU; UC

A foundational course that explores the history and development of the book, printing, and publishing. Also explores their correlation with advancement of society, civilization, and the dissemination of information, including the history of the printing press, typesetting, papermaking, print technology and bindery.

## Graphic Communications - Imaging & Publishing (GCIP)

See also Graphic Communications and Graphic Communications - Multimedia & Web

Contact the Graphic Communications Department for further information.  
(760) 744-1150, ext. 2452

Office: GJ-6

For transfer information, consult a Palomar College Counselor.

### Associate in Arts Degrees -

AA Degree requirements are listed in Section 6 (green pages).

- Digital Imaging
- Graphic Communications - Emphasis in Electronic Publishing
- Graphic Communications - Emphasis in Management
- Graphic Communications - Emphasis in Production
- Screen Printing

### Certificates of Achievement -

Certificate of Achievement requirements are listed in Section 6 (green pages).

- Digital Imaging
- Graphic Communications - Emphasis in Electronic Publishing
- Graphic Communications - Emphasis in Management
- Graphic Communications - Emphasis in Production
- Screen Printing

### Certificates of Proficiency -

Certificate of Proficiency requirements are listed in Section 6 (green pages).

- Digital Arts
- Digital Prepress Operator
- Digital Publishing
- Electronic Publisher
- Screen Printer

## Digital Arts

Specific skills for the Digital Arts certificate include graphic design methodologies, including the design process, output production and presentation. The certificate prepares students to gain competence with the industry standard for digital imaging: Adobe Photoshop. Color, resolution, input and output, production process, photography and creativity are core competencies. Upon completion of the certificate, the student may find a job as a production artist, illustrator, graphic artist, or in digital imaging.

### CERTIFICATE OF PROFICIENCY

Program Requirements		Units
GCIP/		
R GCIP 140	Digital Imaging/Photoshop I	4
GCIP 141	Digital Imaging/Photoshop II	4
GCIP 240	Digital Imaging/Photoshop III	4

ARTD 150	Digital Concepts and Techniques in Art	3
or		
PHOT 230	Digital Darkroom I	3
<b>TOTAL UNITS</b>		<b>15</b>

## Digital Imaging

Prepares students for entry-level position as creator and processor of digital imagery. Layout and creative position in multimedia, internet publishing, digital video, publishing, photography, and motion graphics.

Digital imaging is one of the basic requirements for all electronic communication delivery systems.

### A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements		Units
GCIP 122	Painter I	4
GCIP/		
R GCIP 140	Digital Imaging/Photoshop I	4
GCIP 141	Digital Imaging/Photoshop II	4
GCIP 240	Digital Imaging/Photoshop III	4
GCMW 203	Web Multimedia	4
GCMW 204	Motion Graphics for Multimedia	4
GCMW 205	Digital Video for Multimedia	4
PHOT 100	Elementary Photography	3.5
PHOT 230	Digital Darkroom I	3
<b>TOTAL UNITS</b>		<b>34.5</b>

Digital Imaging A.A. Degree Major or Certificate of Achievement is also listed under Photography.

## Digital Prepress Operator

Prepares students to pursue entry-level employment in the printing industry in prepress, press, and finishing processes.

### CERTIFICATE OF PROFICIENCY

Program Requirements		Units
GCIP 180	Digital Prepress and Press I	4
GCIP 182	Digital Prepress and Press II	4
GCIP 280	Digital Prepress and Press III	4
<b>TOTAL UNITS</b>		<b>12</b>

## Digital Publishing

Designed to meet the increasing needs of organizations and businesses that distribute publications in both electronic and print media. Specific skills for the Digital Publishing certificate include typography, visual acuity, graphic design and layout. The certificate prepares students to gain competence with the basic applications used in industry for digital graphics and electronic publishing. Teamwork, problem solving, workflow and production process, communication and creativity are core competencies. Upon completion of the certificate, the student may find a job as a production artist, illustrator, graphic artist, graphic designer, or in digital imaging.

### CERTIFICATE OF PROFICIENCY

Program Requirements		Units
GCIP/		
R GCIP 140	Digital Imaging/Photoshop I	4
GCIP 141	Digital Imaging/Photoshop II	4
GCIP/		
R GCIP 149	Page Layout and Design I	4
GCIP/		
R GCIP 152	Desktop Publishing/Illustrator I	4
or		
GCMW 103	Interactive Publishing with PDFs	4
<b>TOTAL UNITS</b>		<b>16</b>

## Electronic Publisher

Electronic publishing encompasses computer-based document layout, composition, typography, illustration, scanning, image modification, as well as reproduction and distribution. It has revolutionized print communications. There will be a major growth in this field in the future.

Employment opportunities will be with commercial printers, corporate electronic publishers, small print shops, service bureaus, direct mail companies, magazine publishers, advertising, typographers and compositors, freelance publications, newspaper publishers, marketing and ad agencies, and in-plant printers.

### CERTIFICATE OF PROFICIENCY

Required Courses	Units
GCIP 105      Layout for Offset Lithography	4
GCIP/	
R GCIP 140      Digital Imaging/Photoshop I	4
GCIP/	
R GCIP 149      Page Layout and Design I	4
GCIP 152 /	
R GCIP 152      Desktop Publishing/Illustrator I	4
<b>TOTAL UNITS</b>	<b>16</b>

## Graphic Communications Emphasis in Electronic Publishing

Electronic publishing—which encompasses computer based document layout, composition, typesetting, illustration, scanning, image modification, reproduction, and distribution—has revolutionized print communications. There will be major growth in this field in the future. Employment opportunities will be with commercial printers, corporate electronic publishers, small printers, service bureaus, quick printers, direct mail companies, magazine publishers, advertising, typographers and compositors, freelance publications, newspaper publishers, inplant printers, and other still growing applications.

The 19 units of Program Requirements are the same for Graphic Communications Emphasis in Electronic Publishing, Graphic Communications Emphasis in Management, and Graphic Communications Emphasis in Production. Students may complete one or more of these programs by completing the Program Requirements, Emphasis Requirements and Electives listed for each program.

### A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements (23 units)	Units
GC 100 or      Graphic Communications	
GC 101      History of Graphic Communications	3
GCIP 103      Acrobat for Print	4
GCIP 105      Layout for Offset Lithography	4
GCIP/	
R GCIP 140      Digital Imaging/Photoshop I	4
GCIP/	
R GCIP 149      Page Layout and Design I	4
GCIP 180      Digital Prepress and Press I	4
<b>Emphasis Requirements (11 units)</b>	
ARTD 210      Typography Design	3
GCIP/	
R GCIP 152      Desktop Publishing/Illustrator I	4
GCIP/	
R GCIP 260      Portfolio Development and Presentation	4
<b>Electives (Select one course, 1 – 4 units)</b>	
ARCH/DT 125      AutoCAD Introduction to Computer Aided Drafting	3
ARTD 100      Graphic Design I	3
CSIT 105      Computer Concepts and Applications	3
GC 102      History of the Book and Publishing: Papyrus to Pixels	3
GCIP 141      Digital Imaging/Photoshop II	4
GCIP 240      Digital Imaging/Photoshop III	4

GCIP 252      Desktop Publishing/Illustrator II	4
GCIP 255      Electronic Package Design	4
GCIP 182      Digital Prepress and Press II	4
GCIP 280      Digital Prepress and Press III	4
GCIP/	
R GCIP 249      Page Layout and Design II	4
GCMW/	
R GCMW 102      Web Page Layout I	4
JOUR 105      Newspaper Production	3
PHOT 100      Elementary Photography	3.5
CE 100*      Cooperative Education	1, 2, 3, 4
<b>TOTAL UNITS</b>	<b>35 - 38</b>

\*Cooperative Education must be related to this major.

## Graphic Communications Emphasis in Management

Prepares students to pursue employment in the printing industry in prepress, press, and finishing processes.

The 19 units of Program Requirements are the same for Graphic Communications Emphasis in Electronic Publishing, Graphic Communications Emphasis in Management, and Graphic Communications Emphasis in Production. Students may complete one or more of these programs by completing the Program Requirements, Emphasis Requirements and Electives listed for each program.

### A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements (23 units)	Units
GC 100 or      Graphic Communications	
GC 101      History of Graphic Communications	3
GCIP 103      Acrobat for Print	4
GCIP 105      Layout for Offset Lithography	4
GCIP/	
R GCIP 140      Digital Imaging/Photoshop I	4
GCIP/	
R GCIP 149      Page Layout and Design I	4
GCIP 180      Digital Prepress and Press I	4
<b>Emphasis Requirements (7 units)</b>	
CSIT 105      Computer Concepts and Applications	3
GCIP 182      Digital Prepress and Press II	4
<b>Electives (Select two courses, 4 – 8.5 units)</b>	
BUS 105      Bookkeeping Fundamentals	4
and BUS 105L      Bookkeeping Electronic Spreadship Lab	.5
BUS 115      Business Law	3
BUS 125      Business English	3
BUS 140      Selling for Business	3
BUS 155      Marketing	3
BMGT 105      Small Business Management	3
BMGT 115      Organizational Theory and Design	3
GC 102      History of the Book and Publishing: Papyrus to Pixels	3
GCIP 141      Digital Imaging/Photoshop II	4
GCIP/	
R GCIP 249      Page Layout and Design II	4
GCIP 280      Digital Prepress and Press III	4
CE 100*      Cooperative Education	1, 2, 3, 4
<b>TOTAL UNITS</b>	<b>34 – 38.5</b>

\*Cooperative Education must be related to this major.

## Graphic Communications Emphasis in Production

Prepares students to pursue employment in the printing industry in prepress, press, and finishing processes.

The 18 units of Program Requirements are the same for Graphic Communications Emphasis in Electronic Publishing, Graphic Communications Emphasis in Management, and Graphic Communications Emphasis in Production. Students may complete one or more of these programs by completing the Program Requirements, Emphasis Requirements and Electives listed for each program.

### A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements		Units
GC 100 or	Graphic Communications	
GC 101	History of Graphic Communications	3
GCIP 103	Acrobat for Print	4
GCIP 105	Layout for Offset Lithography	4
GCIP/		
R GCIP 140	Digital Imaging/Photoshop I	4
GCIP/		
R GCIP 149	Page Layout and Design I	4
GCIP 180	Digital Prepress and Press I	4
<b>Emphasis Requirements</b>		
GCIP 182	Digital Prepress and Press II	4
GCIP 280	Digital Prepress and Press III	4
<b>Electives (Select one courses, I – 4 units)</b>		
BUS 125	Business English	3
CSIT 105	Computer Concepts and Applications	3
GC 102	History of the Book and Publishing: Papyrus to Pixels	3
GCIP 141	Digital Imaging/Photoshop II	4
GCIP/		
R GCIP 152	Desktop Publishing/Illustrator I	4
JOUR 105	Newspaper Production	3
JOUR 205	Advanced Newspaper Production	3
PHOT 100	Elementary Photography	3.5
CE 100*	Cooperative Education	1, 2, 3, 4
<b>TOTAL UNITS</b>		<b>32 – 35</b>

\* Cooperative Education must be related to this major.

## Screen Printer

Recent advances in technology have allowed screen printing to compete on a large scale with other printing processes. Productive, challenging careers are growing in the screen printing field at a steady rate. Palomar's screen printing process classes prepare students for duties in project planning, copy preparation, camera operation, screen preparation, electronic prepress, stencil making, screen printing, and sales.

### CERTIFICATE OF PROFICIENCY

Program Requirements		Units
GCIP 170	Screen Printing	4
GCIP/		
R GCIP 172	Textile Screen Printing	4
GCIP 270	Commercial Screen Printing	4
<b>TOTAL UNITS</b>		<b>12</b>

## Screen Printing

Prepares students for entry-level positions in project planning, copy preparation, camera operation, screen preparation, stencil making, printing, and sales.

Due to recent advances in screen printing technology, screen printing is becoming very commercialized. These breakthroughs have allowed screen printing to compete on a large scale with other processes. Productive, challenging careers are growing in the screen printing field at a steady rate.

### A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements		Units
BMGT 105	Small Business Management	3
GCIP 105	Layout for Offset Lithography	4
GCIP/		
R GCIP 140	Digital Imaging/Photoshop I	4
GCIP/		
R GCIP 152	Desktop Publishing/Illustrator I	4
GCIP 170	Screen Printing	4
GCIP/		
R GCIP 172	Textile Screen Printing	4
GCIP 180	Digital Prepress and Press I	4
GCIP 270	Commercial Screen Printing	4
<b>Electives (Select one course)</b>		
GCIP 182	Digital Prepress and Press II	4
GCIP 240	Digital Imaging/Photoshop III	4
GCIP 252	Desktop Publishing/Illustrator II	4
CE 100	Cooperative Education	1, 2, 3, 4
<b>TOTAL UNITS</b>		<b>32 - 35</b>

### COURSE OFFERINGS

#### GCIP 103 Acrobat for Print (4)

3 hours lecture - 3 hours laboratory

**Note:** May be taken 4 times

**Transfer acceptability:** CSU

Hands-on instruction in creating and editing high quality, print-ready PDF files using Adobe Acrobat. This course also includes the estimating of materials and labor relative to current industry practices for the production of a printed product.

#### GCIP 105 Layout for Offset Lithography (4)

3 hours lecture - 3 hours laboratory

**Note:** May be taken 4 times

**Transfer acceptability:** CSU

Planning and layout of visual communication for offset lithography. Basic computer applications for layout of business communication set or eight page booklet using type, color, images, paper, and the lithographical production processes to complete the package. Emphasis is on practical application.

#### GCIP 122 Painter I (4)

3 hours lecture - 3 hours laboratory

**Transfer acceptability:** CSU

Provides the student with the knowledge to electronically simulate natural media tool and textures. The class covers the use of Painter as an image-editing tool. Students will produce electronic images simulating the use of painting and drawing tools.

#### GCIP 140 Digital Imaging/Photoshop I (4)

3 hours lecture - 3 hours laboratory

**Recommended preparation:** Basic computer skills.

**Note:** Cross listed as R GCIP 140; may be taken 4 times; maximum of 4 completions in any combination of GCIP/R GCIP 140, GCIP 140A, 140B, 141, 141A, 141B, 240

**Transfer acceptability:** CSU; UC

The study of digital imaging and editing with Adobe Photoshop for visual, pictorial and graphic use in all media. Emphasis on creating and enhancing imagery for effective use in mass communication mediums.

#### GCIP 140A Digital Imaging/Photoshop IA (2)

1 hour lecture - 3 hours laboratory

**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP/R GCIP 140, GCIP 140A, 140B, 141, 141A, 141B, 240

**Transfer acceptability:** CSU; UC

Introduction to digital imaging systems with Photoshop for Graphic Communications and Multimedia. Emphasis on basic and intermediate features and functions of Photoshop with a primary focus on preparing and using optimized images for the web. Special projects facilitate the needs of more advanced students.

**GCIP 140B Digital Imaging/Photoshop IB (2)**

1 hour lecture - 3 hours laboratory

**Note:** For intermediate levels; may be taken 4 times; maximum of 4 completions in any combination of GCIP/R GCIP 140, GCIP 140A, 140B, 141, 141A, 141B, 240**Transfer acceptability:** CSU; UC

A hands-on introduction to digital imaging systems with Photoshop for Graphic Communications and Multimedia. Emphasis on basic and intermediate features and functions of Photoshop with a primary focus on preparing and using optimized images for the web. Special projects facilitate the needs of more advanced students.

**GCIP 141 Digital Imaging/Photoshop II (4)**

3 hours lecture - 3 hours laboratory

**Prerequisite:** A minimum grade of 'C' in GCIP/R GCIP 140**Note:** Maximum of 4 completions in any combination of GCIP/R GCIP 140, GCIP 140A, 140B, 141, 141A, 141B, 240**Transfer acceptability:** CSU; UC

The concepts of intermediate digital imaging with Adobe Photoshop for visual, pictorial and graphic use in all media. Effective image creation for motion graphics, publications and internet for effective visual communications.

**GCIP 141A Digital Imaging/Photoshop IIA (2)**

1 hour lecture - 3 hours laboratory

**Prerequisite:** A minimum grade of 'C' in GCIP/R GCIP 140**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP/R GCIP 140, GCIP 140A, 140B, 141, 141A, 141B, 240**Transfer acceptability:** CSU; UC

Intermediate level of Photoshop focusing on digital art and graphics with an emphasis on website development. A working knowledge of Photoshop is suggested as well as a basic knowledge of using computers (Mac. PC). Students will produce digitally manipulated art and website design to be used print and/or digital portfolio presentations.

**GCIP 141B Digital Imaging/Photoshop IIB (2)**

1 hour lecture - 3 hours laboratory

**Prerequisite:** A minimum grade of 'C' in GCIP/R GCIP 140, or concurrent enrollment in GCIP/R GCIP 140**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP/R GCIP 140, GCIP 140A, 140B, 141, 141A, 141B, 240**Transfer acceptability:** CSU; UC

Intermediate level of Photoshop focusing on digital art and graphics with an emphasis on website development. A working knowledge of Photoshop is suggested as well as a basic knowledge of using computers (Mac. PC). Students will produce digitally manipulated art and website design to be used print and/or digital portfolio presentations.

**GCIP 149 Page Layout and Design I (4)**

3 hours lecture - 3 hours laboratory

**Note:** Cross listed as R GCIP 149; may be taken 4 times; maximum of 4 completions in any combination of GCIP/R GCIP 149, 249**Transfer acceptability:** CSU

Introduction to electronic document design and page layout, electronic composition, text and graphics entry with computers. Students will create a variety of projects including but not limited to: brochures, flyers, and newsletters.

**GCIP 152 Desktop Publishing/Illustrator I (4)**

3 hours lecture - 3 hours laboratory

**Note:** Cross listed as R GCIP 152; may be taken 4 times; maximum of 4 completions in any combination of GCIP/R GCIP 152, GCIP 152A, 152B, 252**Transfer acceptability:** CSU

Introduction to electronic layout on the microcomputer. Illustrator will help the student generate new images or convert bitmapped images into PostScript. Quality levels needed for electronic output will be evaluated.

**GCIP 152A Desktop Publishing/Illustrator IA (2)**

1 hour lecture - 3 hours laboratory

**Recommended preparation:** Basic computer skills**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP/R GCIP 152, GCIP 152A, 152B, 252**Transfer acceptability:** CSU

Introduction to electronic layout on the microcomputer. Illustrator will help the student generate new images or convert bitmapped images in PostScript. Quality levels needed for electronic output will be evaluated.

**GCIP 152B Desktop Publishing/Illustrator IB (2)**

1 hour lecture - 3 hours laboratory

**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP/R GCIP 152, GCIP 152A, 152B, 252**Transfer acceptability:** CSU

Introduction to electronic layout on the microcomputer. Illustrator will help the student generate new images or convert bitmapped images in PostScript. Quality levels needed for electronic output will be evaluated. Topics included: printing, separations, working with graphics from multiple applications with Illustrator, and production of Web graphics.

**GCIP 170 Screen Printing (4)**

3 hours lecture - 3 hours laboratory

**Note:** May be taken 4 times**Transfer acceptability:** CSU

Screen printing theory and application of layout and image preparation, computer applications, stencil methods, process camera and basic screen printing techniques. Practical application is stressed.

**GCIP 172 Textile Screen Printing (4)**

3 hours lecture - 3 hours laboratory

**Note:** Cross listed as R GCIP 172; may be taken 4 times**Transfer acceptability:** CSU

Theory and applications of screen printing for textile use. Copy preparation for multicolor reproduction, color matching, ink selection, and mesh and stencils for material compatibility.

**GCIP 180 Digital Prepress and Press I (4)**

3 hours lecture - 3 hours laboratory

**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP 180, 182, 280**Transfer acceptability:** CSU

Practical applications of electronic prepress and introduction to offset press operation. The theory and practical applications of conventional and digital prepress including job layout, page impositions, templates and press signatures, plus small format press operation to include control and setup of feeder and delivery units, press controls, direct to plate technology, ink and chemistry as related to the offset press.

**GCIP 182 Digital Prepress and Press II (4)**

3 hours lecture - 3 hours laboratory

**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP 180, 182, 280**Transfer acceptability:** CSU

Set up and control of printing on small offset presses. Examines offset chemistry, kinds of offset plates, inks, and offset press problems. Theory and practical applications of conventional and digital prepress.

**GCIP 197A Topics in Graphic Communications (1-4)**

Units awarded in topics courses are dependent upon the number of hours required of the student. Any combination of lecture or laboratory may be scheduled by the department. Refer to Class Schedule.

**Note:** Cross listed as R GCIP 197A; may be taken 3 times**Transfer acceptability:** CSU

Short term or special topic course, lecture or laboratory courses in various topics in Graphic Communications.

**GCIP 197B Topics in Digital Imaging (1-5)**

Units awarded in topics courses are dependent upon the number of hours required of the student. Any combination of lecture, laboratory, or lecture/laboratory may be scheduled by the department. Refer to Class Schedule.

**Note:** May be taken 4 times**Transfer acceptability:** CSU

Graphic Communications topics in digital imaging. See Class Schedule for specific topic offered. Course title will designate subject covered.



**GCIP 197C Topics in Electronic Publishing (1-5)**  
 Units awarded in topics courses are dependent upon the number of hours required of the student. Any combination of lecture or laboratory may be scheduled by the department. Refer to Class Schedule.  
**Note:** May be taken 4 times  
**Transfer acceptability:** CSU  
 Graphic Communications topics in electronic publishing. See Class Schedule for specific topic offered. Course title will designate subject covered.

**GCIP 197D Topics in Graphic Processes (1-5)**  
 Units awarded in topics courses are dependent upon the number of hours required of the student. Any combination of lecture or laboratory may be scheduled by the department. Refer to Class Schedule.  
**Note:** May be taken 4 times  
**Transfer acceptability:** CSU  
 Graphic Communications topics in graphic processes. See Class Schedule for specific topic offered. Course title will designate subject covered.

**GCIP 222 Painter II (4)**  
 3 hours lecture - 3 hours laboratory  
**Prerequisite:** A minimum grade of 'C' in GCIP 122 and GCIP/R GCIP 140  
**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP 122, 222  
**Transfer acceptability:** CSU  
 Advanced concepts and methods of Painter and its use in image making, image editing, and problem solving. Students will create their own tools using the Painter interface and work collectively with other students through the use of student created tools in the design and construction of digital imagery.

**GCIP 240 Digital Imaging/Photoshop III (4)**  
 3 hours lecture - 3 hours laboratory  
**Prerequisite:** A minimum grade of 'C' in GCIP/R GCIP 140 and GCIP 141  
**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP/R GCIP 140, GCIP 140A, 140B, 141, 141A, 141B, 240  
**Transfer acceptability:** CSU  
 The concepts of advanced digital imaging with Adobe Photoshop for creating and preparing images for electronic distribution. Advanced methods of editing in all venues of digital media for visual communications.

**GCIP 249 Page Layout and Design II (4)**  
 3 hours lecture - 3 hours laboratory  
**Prerequisite:** A minimum grade of 'C' in GCIP/R GCIP 140 and GCIP/R GCIP 149  
**Note:** Cross listed as R GCIP 249; may be taken 4 times; maximum of 4 completions in any combination of GCIP/R GCIP 149, 249  
**Transfer acceptability:** CSU  
 Intermediate concepts of electronic document layout, typography, and graphics. Software capabilities in creating sophisticated graphic and type treatments.

**GCIP 252 Desktop Publishing/Illustrator II (4)**  
 3 hours lecture - 3 hours laboratory  
**Prerequisite:** A minimum grade of 'C' in GC 101 and GCIP/R GCIP 152  
**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP/R GCIP 152, GCIP 152A, 152B, 252  
**Transfer acceptability:** CSU  
 Advanced concepts and methods of Illustrator and its use in graphic illustrations and problem solving. Software capabilities for use in preparing computer files for publishing to digital and electronic delivery systems.

**GCIP 255 Electronic Package Design (4)**  
 3 hours lecture - 3 hours laboratory  
**Prerequisite:** A minimum grade of 'C' in GCIP 152/R GCIP 152 and/or GCIP 252  
**Transfer acceptability:** CSU  
 Packaging continues to be one of the fastest growing segments of the graphic communication industry. Learn the importance of packaging graphics and how to create digital files implementing computer and printing technology. In this course you will identify the issues in design strategies for a successful packaging campaign and the technical expertise to produce your designs. Explore the development of packaging through a series of case studies and real-life design and technical tips.

**GCIP 260 Portfolio Development and Presentation (4)**  
 3 hours lecture - 3 hours laboratory  
**Prerequisite:** A minimum grade of 'C' in GCIP/R GCIP 140 and GCIP/R GCIP 152  
**Note:** Cross listed as R GCIP 260; may be taken 2 times  
**Transfer acceptability:** CSU  
 Students will develop a personal portfolio to showcase their graphic skills and techniques. Various resources, including the Internet, will be used to conduct a job search, develop a resume and learn interviewing techniques. Guest speakers will share industry tips. Students will practice presentation and interviewing skills, with feedback from professionals working in graphics and related industries.

**GCIP 270 Commercial Screen Printing (4)**  
 3 hours lecture - 3 hours laboratory  
**Prerequisite:** A minimum grade of 'C' in GCIP/R GCIP 170 and GCIP/R GCIP 172  
**Note:** May be taken 4 times  
**Transfer acceptability:** CSU  
 Commercial screen printing applications. Preparation of mechanicals using close registration and printing on standard and unusual surfaces. Color, mechanical process, and quality control standards in screen printing.

**GCIP 280 Digital Prepress and Press III (4)**  
 3 hours lecture - 3 hours laboratory  
**Prerequisite:** A minimum grade of 'C' in GCIP 182  
**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP 180, 182, 280  
**Transfer acceptability:** CSU  
 Advanced work on larger format offset equipment focusing on sheet control, register, ink and water control, and digital imposition.

**GCIP 290 Copyright for Graphic Designers & Web Developers (1)**  
 1 hour lecture  
**Prerequisite:** A minimum grade of 'C' in GCIP/R GCIP 149 and/or GCMW/R GCMW 102  
**Note:** Cross listed as GCMW 290; may be taken 4 times  
 Copyright is an old and well codified area of law. The statutes and cases, however, have created complexities that are sometimes difficult to understand. This course covers the basics of copyright law, copyright registration, methods of informing viewers of copyright protections and liability, and the ways in which a graphic designer may enforce copyright. The damages and remedies of injunction and compensation are included. This course is not intended to offer legal advice. Consult with competent legal professionals for any questions regarding specific copyright issues.

**GCIP 291 Contracts for Graphic Designers & Web Developers (1)**  
 1 hour lecture  
**Prerequisite:** A minimum grade of 'C' in GCIP/R GCIP 149 and/or GCMW/R GCMW 102  
**Note:** Cross listed as GCMW 291; may be taken 4 times  
 Graphic designers, whether employed by business or freelance, need to understand contract terms, negotiation, conditions, and the statutory and case law uniquely applicable to graphic design. Understanding the terms of a contract is essential to protecting the rights to use of work product and obtaining compensation. Failing to do so usually results in abuse of rights and non-compensation. This course is not intended to offer legal advice. Consult with competent legal professionals for any questions regarding specific contractual issues.

**GCIP 292 Legal Issues for Graphic Designers and Web Developers (3)**  
 3 hours lecture  
**Prerequisite:** A minimum grade of 'C' in GCIP/R GCIP 149 and/or GCMW/R GCMW 102  
**Note:** Cross listed as GCMW 292  
 This course will cover most legal issues that confront graphic designers and web developers in the day-to-day operation of the businesses. Specific legal issues will include business formation, contracts, copyright, licensing, deep linking, click wrap agreements, and the risks and benefits of self employment versus employment by a business. This course is not intended to offer legal advice. Consult with competent legal professionals for any questions regarding specific legal issues.

**GCIP 295 Directed Study in Graphic Communications (1, 2, 3)**

3, 6, or 9 hours laboratory

**Prerequisite:** Approval of project or research by department chairperson/ director**Note:** Cross listed as GCMW 295, may be taken 4 times**Transfer acceptability:** CSU

Independent study for students who have demonstrated skills and/or proficiencies in Graphic Communications subjects and have the initiative to work independently on projects or research outside the context of regularly scheduled classes. Students will work under the personal supervision of an instructor.

**GCIP 296 Special Projects (1, 2, 3)**

3, 6, or 9 hours laboratory

**Recommended preparation:** Advanced coursework or job-related experience**Note:** Cross listed as GCMW 296, may be taken 4 times**Transfer acceptability:** CSU

Independent work on a specified sustained project which does not fit into the context of regularly scheduled classes. Students work from a contract agreed upon by the student and the instructor.

## Graphic Communications - Multimedia & Web (GCMW)

See also Graphic Communications and  
Graphic Communications - Imaging & Publishing

Contact the Graphic Communications Department for further information.  
(760) 744-1150, ext. 2452

Office: GJ-6

For transfer information, consult a Palomar College Counselor.

**Associate in Arts Degrees -**

AA Degree requirements are listed in Section 6 (green pages).

- Digital Video
- Interactive Media Design - Emphasis in 3D Modeling and Animation
- Interactive Media Design - Emphasis in Multimedia Design
- Interactive Web Multimedia and Audio
- Internet - Emphasis in Graphic Communication
- New Media Compositing, Authoring, and Distribution

**Certificates of Achievement -**

Certificate of Achievement requirements are listed in Section 6 (green pages).

- Digital Video
- Interactive Media Design - Emphasis in 3D Modeling and Animation
- Interactive Media Design - Emphasis in Multimedia Design
- Interactive Web Multimedia and Audio
- Internet - Emphasis in Graphic Communication
- New Media Compositing, Authoring, and Distribution

**Certificates of Proficiency -**

Certificate of Proficiency requirements are listed in Section 6 (green pages).

- Digital Animation, Compositing, and Music
- Digital Media
- E - Commerce Design
- Internet Publisher
- Video Game Artist
- Web Data Base Design
- Web Graphics
- Web Motion Graphics

**PROGRAMS OF STUDY****Digital Animation, Compositing, and Music**

This program is directed at the digital design and implementation of 3D animations, graphic compositing and music.

**CERTIFICATE OF PROFICIENCY****Program Requirements****(5 courses minimum required)**

	Units
ARTI 246 Digital 3D Design and Modeling	3

ARTI 247	Digital 3D Design and Animation	3
GCMW 204	Motion Graphics for Multimedia	4
GCMW 206	Motion Graphics Production and Compositing	4
MUS 180	Computer Music I	3
MUS 184	Electronic Ensemble	3

<b>TOTAL UNITS</b>	<b>16 - 17</b>
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Digital Animation, Compositing, and Music Certificate of Proficiency is also listed in Art and in Music.

**Digital Media**

Digital Media encompasses digital video editing in both analog and digital media. The certificate prepares students for employment in the film, video, Internet, and television industries. Major growth in this industry is anticipated as Internet and television merge into one medium.

**CERTIFICATE OF PROFICIENCY**

Program Requirements	Units
CINE/RTV 125 Beg Film/Video Field Production	3
GCMW 204 Motion Graphics for Multimedia	4
GCMW 205 Digital Video for Multimedia	4
RTV 270 Digital Video Editing	3
RTV 275 Avid Editing for Television & Film	3

<b>TOTAL UNITS</b>	<b>17</b>
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Digital Media Certificate of Proficiency is also listed under Radio and Television.

**Digital Video**

Digital Video encompasses editing and design in using both digital and analog media. This degree prepares students for employment in the film, video, Internet, and television industries.

**A.A. DEGREE MAJOR OR  
CERTIFICATE OF ACHIEVEMENT**

Program Requirements	Units
GCIP/	
R GCIP 140 Digital Imaging/PhotoShop I	4
GCMW 165 Digital Video Design	4
GCMW 204 Motion Graphics for Multimedia	4
GCMW 205 Digital Video for Multimedia	4
RTV/CINE 125 Beg Film/Video Field Production	3
RTV 230 Digital Audio with Pro Tools	3
RTV 270 Digital Video Editing	3
RTV 275 Avid Editing for Television and Film	3

**Electives (2 courses required, 6 units minimum)**

ARTI 246	Digital 3D Design and Modeling	3
ARTI 247	Digital 3D Design and Animation	3
DT 180	3D Studio Max-Intro to 3D Modeling/Animation	3
GCIP/		
R GCIP 152	Desktop Publishing/Illustrator I	4
GCIP 240	Digital Imaging/PhotoShop III	4
GCMW/		
R GCMW 101	Multimedia I	4
GCMW 201	Multimedia II	4
GCMW 203	Web Multimedia	4
GCMW 108	Web Motion Graphics I	4
GCMW 208	Web Motion Graphics II	4
RTV 50	Basic Television Acting	1
RTV 110	Broadcast Writing and Producing	3
RTV/ENTT 120	Digital Television Production	3
RTV 150	Performance and Acting for Broadcast and Film	3
RTV 170	Introduction to Video Editing	3
RTV/CINE 225	Intermediate Film and Video Field Production	3

<b>TOTAL UNITS</b>	<b>34</b>
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