

# GRAPHIC ARTS • GRAPHIC DESIGN & MULTIMEDIA

BEFORE ENROLLING IN DEGREE APPLICABLE COURSES, IT IS RECOMMENDED THAT YOU COMPLETE ENGL 001A AND READ 053.

## 065 • DESKTOP COLOR - SEPARATIONS AND PROOFING 3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours

Advisory: GRART 064

Prerequisite: GRART 063

Acceptable for credit: California State University

In this course the student will learn how to create color documents using Pantone® colors, separate colors on the computer, and proof them using in-house color proofing methods and materials. Process color photography and its use in industry will be discussed. Students may use a combination of photo re-touching, page-layout, and illustration software. *May be repeated one time. Pass/No Pass Option.*

## 066 • ADVANCED ADOBE ILLUSTRATOR 3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours

Advisory: GRART 062 and MATH 903

Acceptable for credit: California State University

This is an advanced level course using Adobe Illustrator software. Designed for the student who wishes to continue with techniques and methods beyond the GRART 062 beginning course, students will produce a variety of sophisticated illustrations. Emphasis will be on technique as well as methodology for creating effects found in a wide array of print publications. Students may work on either Mac OS or Windows platforms. *May be repeated one time. Pass/No Pass Option.*

## 067 • ADVANCED ADOBE INDESIGN: PORTFOLIO 3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours

Advisory: GRART 062 and GRART 064

Prerequisite: GRART 063

Acceptable for credit: California State University

This is an advanced level course for graphics students wishing to enhance their page layout skills. Students will produce a variety of printed pieces to be included into a portfolio suitable for presentation during job interviews. Projects will be based on actual pieces produced for clients by industry professionals and will emphasize production techniques used by professionals to enhance skill level. Students may work on either Mac OS or Windows platforms. *May be repeated one time. Pass/No Pass Option.*

## 068 • ADVANCED ADOBE PHOTOSHOP 3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours

Prerequisite: GRART 064

Acceptable for credit: California State University

This is an advanced level course using Adobe Photoshop software. This course is designed for those who have completed the GRART 064 course or have sufficient experience to produce advanced level work. The course will include a wide variety of enhancements and manipulation of photographic images such as: advanced color enhancement and color replacement, color matching, advanced photo montage images, advanced photo repair and restoration, working with spot and process color, and creating duotones, tritones and quadtones. Students may work on either Mac OS or Windows platforms. *May be repeated one time. Pass/No Pass Option.*

## 070 • WEB PRODUCTION & PDF PUBLISHING 3.0 units (Formerly GRART 099C)

Total Lecture 36.8 hours, Total Lab 54.4 hours

Prerequisite: GRART 063

Advisory: GDES 045

Acceptable for credit: California State University

This is an advanced level course that focuses on web production, PDF publishing and preflighting files for print publication. Students will learn how to problem solve a variety of issues: using type, using color, selecting the appropriate file format, distilling files, publishing across platforms, preparing files for a variety of electronic and print venues. *May be repeated one time. Pass/No Pass Option.*

## 075 • PRINTING GRAPHIC FILES ON THE PRESS 3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours

Advisory: GRART 050

Acceptable for credit: California State University

This is a beginning level course in preparing graphics files and running them on a commercial printing press. Students will perform all steps in prepress to prepare a file for printing on the press including creating film separations, image assembly, off-press proofing, and platemaking. Files created by students are run on printing presses in the graphic arts lab. Students may work on either Mac OS or Windows platforms. *May be repeated one time. Pass/No Pass Option.*

## GRAPHIC DESIGN & MULTIMEDIA (GDES)

DIVISION: Cultural and Technical Arts  
DEPARTMENT: Graphic Design & Multimedia  
DEPT CHAIR: Dr. Anna Szabados  
PHONE: 408-855-5289  
COUNSELING: 408-855-5030

This award winning Graphic Design and Multimedia program is designed to provide the training for entry level design positions in corporate design and marketing communication departments or advertising agencies, and design offices specializing in corporate identity work, Web design, multimedia design, packaging or tradeshow exhibit design.

The course work of the Graphic Design and Multimedia department at Mission College combines traditional art and computer generated design techniques with a strong emphasis on creative, visual problem solving skills. The program includes portfolio and professional career preparation courses that deal with specific business issues relevant for designers, illustrators and fine artists alike. The department also offers courses in web page design and animation.

The students of the program have won 55 graphic design awards in design competitions at the state, national and international levels. The faculty of Mission College, with decades of industry experience, is committed to provide the most current design information available from a contemporary international perspective.

### Student Learning Outcomes:

The student will develop an understanding of the principles of visual communication, and will apply effective and appropriate creative problem solving skills to both printed and interactive design work using up to date technology and software products. The student will develop a portfolio (electronic or traditional) representing the skills acquired in the program.

### Career Options:

Salaries vary widely in this occupation. Experience, talent, education, and the size and location of the firm are all factors influencing the salaries. Surveys indicate that annual salaries range from \$20,000 to well over \$50,000. According to figures published by the California Projections of Employment by the Labor Market Information Division the projected growth (1990-2005) is 41%.

- Jr. Graphic Designer
- Graphic Designer
- Jr. Art Director
- Web Designer
- Illustrator

*Some career options require more than two years of college study.*

### A.S. Degree:

- Graphic Design

### Certificates:

- Digital Illustration
- Marketing Communication
- E-Commerce
- Graphic Design
- Web Graphic Design
- Creative Arts Entrepreneurship
- Multimedia
- Webmaster

### Schedule Matrix:

COURSE	FALL	SPRING	SUMMER	WEEKEND
GDES 029		D		
GDES 035	D,E	D,E		D
GDES 037	E	E		D
GDES 045	D,E	E	D	D
GDES 046	E	E		
GDES 047	D	E		
GDES 050		D		
GDES 055A	E			
GDES 055B	E			
GDES 060		E	E	
GDES 070	D			
GDES 073		D		
GDES 074	E			
GDES 075	X			
GDES 077				
GDES 080		E		
GDES 082		E		
GDES 085		E		

D= Day Classes; E= Evening Classes

# GRAPHIC DESIGN & MULTIMEDIA

BEFORE ENROLLING IN DEGREE APPLICABLE COURSES, IT IS RECOMMENDED THAT YOU COMPLETE ENGL 001A AND READ 053.

## Digital Illustration - Certificate

This interdisciplinary certificate program will provide the basic skills for students interested in the fields of digital illustration. This program assumes that entering students already developed a solid understanding of traditional drawing principles. Graduates of the program might seek employment as book, magazine or newspaper illustrators, create illustrative work for training and promotion in a corporate environment or create digital illustrations for multimedia projects. Please, note that most illustrators work on a contract or freelance basis.

Core Curriculum Courses (Required)	Units
ART 034A ..... Introduction to Digital Art .....	3.0
GRART 062 ..... Introduction to Adobe Illustrator .....	3.0
GRART 064 ..... Introduction to Adobe Photoshop .....	3.0
GDES 085 ..... Professional Portfolio & Design Career Preparation .....	2.0

Select a minimum of two additional course electives to complete a minimum of 17 semester units:

	Units
ART 034B ..... Advanced Digital Art .....	3.0
ART 037A ..... Introduction to Computer Animation .....	3.0
GRART 068 ..... Advanced Adobe Photoshop .....	3.0
GRART 066 ..... Advanced Adobe Illustrator .....	3.0
GDES 050 ..... Graphic Design Presentation and Illustration Techniques .....	3.0
GDES 035 ..... Introduction to Computer Graphic Design .....	3.0
DRAFT 055A ..... Illustration 3D-CAD .....	3.0
GDES 037 ..... Intermediate Computer Graphic Design .....	3.0
GDES 073 ..... Digital Photography and Quicktime VR .....	3.0
<b>Total Program Certificate Requirements:</b>	<b>17.0</b>

## Creative Arts Entrepreneurship - Certificate

This certificate program will help students develop an understanding of business processes, basic business principles, self-promotion, sales techniques, portfolio preparation, financial techniques and legal issues tailored specifically for students planning to work in creative fields such as the fine and applied arts, design, multimedia, film/video, music, and writing.

### Core Requirements Units

BUS 054A ..... The Business Plan .....	1.0
GDES 021 ..... Salesmanship for Creative Professionals .....	1.0
GDES 022 ..... Self Promotion for Creative Professionals .....	1.5
GDES 023 ..... Money and the Creative Professional .....	1.0
GDES 025 ..... Copyrights for Creative Professionals .....	1.0
GDES 026 ..... The Business of Creativity .....	1.0
GDES 085 ..... Professional Portfolio and Design .....	2.0

Select 7.5 units from the list of elective courses to complete a minimum of 16 units for the certificate.

	Units
ACCTG 001A ..... Principles of Accounting .....	4.0
BUS 027 ..... Principles of e-Business .....	3.0
BUS 054 ..... Small Business Start Up and Management .....	3.0
BUS 078 ..... Business Communications .....	3.0
GDES 013 ..... Creativity and Visual Communication .....	3.0
GDES 029 ..... Careers in Visual Communication .....	2.0
GDES 045 ..... Web Page Design with XHTML .....	3.0
GDES 047 ..... Web Animation .....	3.0
GDES 083 ..... Designing Websites for e-Commerce .....	3.0
MGMT 010 ..... Negotiation Skills .....	0.5
MGMT 101 ..... Interpersonal Effectiveness .....	3.0
MKT 034 ..... Networking for Success .....	0.5
MKT 035 ..... Developing Customer Surveys .....	0.5
MKT 056A ..... Marketing Principles .....	0.0
MKT 056B ..... Marketing Strategies .....	3.0
MKT 059 ..... Effective Public Relations .....	3.0
MKT 084 ..... Internet Marketing .....	3.0
MKT 084B ..... E-Mail Marketing .....	0.5
<b>Total Program Certificate Requirements:</b>	<b>16.0</b>

## E-Commerce - Certificate

This is an interdisciplinary certificate program. The students will develop an understanding of the similarities and differences between traditional and electronic commerce along with the required technology infrastructure. Revenue models on the Web will be examined with a focus on how to create an effective commercial Web presence including the design and application of effective interfaces and information architecture. Web marketing strategies including product-based, customer-based and business to business will be covered. Web auctions, portals and virtual communities will also be covered. Payment systems along with legal and tax issues will be examined. This certificate program will prepare both design and business students to work more successfully in a Web based e-commerce environment.

Core Curriculum Courses (Required)	Units
MKT 084 ..... Internet Marketing .....	3.0
BUS 021 ..... Intro to Business Computing .....	4.0
BUS 027 ..... e-Business .....	4.0
GDES 045 ..... Web Page Design with XHTML .....	3.0
GDES 046 ..... Intermediate Webpage Design with Dreamweaver ..... and CSS .....	3.0
GDES 083 ..... Design for e-Commerce .....	3.0
GDES 085 ..... Portfolio & Professional Career Preparation .....	2.0

Select a minimum of two additional course as electives:

	Units
BUS 028A ..... Business Law .....	3.0
CIT 113 ..... Database Programming for the Web .....	3.0
COMM 015 ..... Career Communication .....	3.0
GDES 047 ..... Web Animation .....	3.0
GDES 055A ..... Image and Promotion .....	3.0
GDES 072 ..... Information Architecture .....	3.0
GDES 073 ..... Digital Photography & QTVR .....	3.0
GDES 074 ..... Digital Video Production with final Cut Pro .....	3.0
MKT 056A ..... Marketing Principles .....	3.0
MKT 068 ..... Global Distributors & Agents .....	3.0
MKT 82 ..... Global Purchasing .....	3.0
MUS 083 ..... Digital Audio .....	3.0
<b>Total Program Certificate Requirements:</b>	<b>28.0</b>

Some graduation requirements occasionally change. Consult a counselor for information on the requirements or see the appropriate catalog. For additional information, please visit the Mission College website at: <http://www.missioncollege.org>.

## Graphic Design - A.S. Degree and Certificate

This award winning design program provides opportunities for the student to develop sensitivity to and an understanding of contemporary graphic design issues. The emphasis of the program is on increasing the students creative problem-solving abilities along with an introduction to computer generated and traditional design techniques to provide the basic skills necessary to enter this growing, professional field. Opportunities exist in advertising, corporate communication, retail businesses, publishing, etc. Typical careers include: graphic design, packaging design, marketing communication, and display design, cartooning, illustration, typography, web page design, etc.

Core Curriculum Courses (Required)	Units
ART 031A ..... Drawing .....	3.0
ART 033A ..... Basic Design: Two-Dimensional .....	3.0
GDES 029 ..... Careers in Visual Communication .....	2.0
GDES 035 ..... Introduction to Computer Graphic Design .....	3.0
GDES 045 ..... Web Page Design with XHTML .....	3.0
GDES 055A ..... Graphic Design - Image and Promotion .....	3.0
GDES 055B ..... Advanced Topics in Graphic Design - The Agency .....	3.0
GRART 050 ..... Exploring Careers in Graphic Arts .....	3.0
GRART 062 ..... Introduction to Adobe Illustrator .....	3.0
GDES 060 ..... Electronic Page Layout and Typography .....	3.0
GDES 085 ..... Professional Portfolio and Design Career Preparation .....	2.0

Plus an additional course (or additional courses) required from the following to bring your total to a minimum of 33 units:

	Units
ART 033B ..... Basic Design: Three-Dimensional .....	3.0
ART 034A ..... Computer Aided Art .....	3.0
GDES/ART 011 ..... The History of Modern Design .....	3.0
GDES 040 ..... Applied Typography .....	3.0
GDES 047 ..... Web Animation .....	3.0

# GRAPHIC DESIGN & MULTIMEDIA

BEFORE ENROLLING IN DEGREE APPLICABLE COURSES, IT IS RECOMMENDED THAT YOU COMPLETE ENGL 001A AND READ 053.

GDES 072	Info. Architecture & Interface Design	2.0
GDES 080	Packaging Design	3.0
GDES 087	Tradeshow Exhibit Design	3.0
GDES/ENGL 077	Technical Communication	3.0
GDES 050	Graphic Design & Illustration Techniques	3.0
GDES 037	Inter. Computer Graphic Design	3.0
GRART 075	Printing Graphic Files on the Press	3.0
GRART 070	Introduction to Multimedia Design	3.0
GRART 064	Introduction to Adobe Photoshop	3.0
<b>Total Program A.S. Degree/Certificate Requirements:</b>		<b>33.0</b>

Some graduation requirements occasionally change. Please consult a counselor for information on the requirements or see the appropriate catalog. For additional information, please visit the Mission College Website at: <http://www.wmccd.cc.ca.us/mc>.

## Marketing Communication - Certificate

This is an interdisciplinary program created to provide the necessary basic technical, business, and creative skills for those planning to enter this rapidly growing field. This program will prepare students to enter the profession as marketing communication coordinators or marketing communication assistants. The students, by the end of the program, are expected to understand and apply the basic principles of visual and written communication along with a working knowledge of appropriate software packages.

Core Curriculum Courses (Required)	Units	
ART 033A	Basic Design: Two-Dimensional	3.0
MKT 056A	Marketing Principles	3.0
MKT 081A	Advertising Principles	3.0
ENGL 001A	English Composition	3.0
GDES 055A	Graphic Design-Image and Promotion	3.0
GDES 087	Tradeshow Exhibit Design	3.0
GDES/ENGL 077	Design of Technical Publications	3.0
GRART 050	Exploring Careers in Graphic Arts	3.0

Plus an additional course(s) required from the following to bring your total to a minimum of 27 units.

GDES 060	Electronic Page Layout and Typography	3.0
GRART 062	Introduction to Adobe Illustrator	3.0
<b>Total Program Certificate Requirements:</b>		<b>27.0</b>

Some graduation requirements occasionally change. Consult a counselor for information on the requirements or see the appropriate catalog. For additional information, please visit the Mission College website at: <http://www.missioncollege.org>.

## Multimedia - Certificate

Multimedia in its most basic definition can be thought of as applications that bring together multiple types of media: text, illustrations, photos, sounds, voice in an interactive manner. The potentials for our students are great. Multimedia is visual, and designers are needed to organize the information effectively, to guide the reader through the information, and to create a distinct overall business image. This is an interdisciplinary program created to provide the necessary basic technical and creative skills for those planning to enter this rapidly growing field of visual communication. This program will prepare students to enter the multimedia design field as entry level animators, graphic designers, content developers, and game designers. Some examples where students might find employment using their creative problem-solving, design, and illustration skills might include design and illustration of electronic magazines and books, design of interactive marketing presentations, interactive learning products, interactive game developers, scientific visualizations, architectural renderings and walkthroughs, information management for multimedia data bases and presentations, etc. The students, by the end of the program, are expected to understand and apply the basic principles of visual communication, along with a working knowledge of appropriate software packages used in multimedia content development.

Core Curriculum Courses (Required)	Units	
ART 033	Basic Design	3.0
ART 034A	Introduction to Computer Aided Art	3.0
GDES 035	Introduction to Computer Graphic Design	3.0
<b>OR</b>		
GDES 037	Intermediate Computer Graphic Design	3.0
GDES 045	Web Page Design with XHTML	3.0
GDES 070	Introduction to Multi-Media Design	3.0
GDES 075	Macromedia Director Studio	3.0
MUSIC 083	Digital Music Production II	3.0
GDES 085	Professional Portfolio and Design Career Preparation	2.0

Plus an additional course (or additional courses) required from the following to bring your total to a minimum of 25 units:

	Units	
ART 038A	Introduction Adobe Premiere	3.0
GDES/ART 011	The History of Modern Design	3.0
GDES 047	Web Animation	3.0
GDES 048	Intermediate Web Animation	3.0
GDES 055A	Graphic Design-Image and Promotion	3.0
GDES 060	Electronic Page Layout and Typography	3.0
GDES 071	Intermediate Multimedia Design	3.0
GDES 072	Information Architecture & Interface Design	2.0
GDES 073	Digital Photography & Quicktime VR	3.0
GDES 074	Digital Video Production with final Cut Pro	3.0
GDES 081	Motion Graphics with After Effects	3.0
GRART 062	Introduction to Adobe Illustrator	3.0
GRART 068	Advanced Adobe Photoshop	3.0
<b>Total Program Certificate Requirements:</b>		<b>25.0</b>

Some graduation requirements occasionally change. Consult a counselor for information on the requirements or see the appropriate catalog. For additional information, please visit the Mission College website at: <http://www.missioncollege.org>.

## Web Graphic Design - Certificate

This is an interdisciplinary program created to provide the necessary basic technical and creative skills for those planning to enter this rapidly growing field of visual communication. This program will prepare students to enter the web graphic design field as entry level webpage designers, graphic designers, content developers, and information architects. Some examples where students might find employment using their creative problem-solving, design, and illustration skills might include, design and illustration of electronic magazines and books, design of interactive marketing presentations, interactive learning products, scientific visualizations, visual information management for multimedia databases and presentations, website development, etc. The students, by the end of the program, are expected to understand and apply the basic principles of visual communication along with a working knowledge of appropriate software packages used in interactive Web design and content development, which is a specialized aspect of multimedia design.

Core Curriculum Courses (Required)	Units	
ART 033A	Basic Design - 2D	3.0
GDES 035	Introduction to Computer Graphic Design	3.0
GDES 045	Web Page Design with XHTML	3.0
GDES 046	Intermediate Webpage Design with Dreamweaver	3.0
	and CSS	3.0
GDES 060	Electronic Page Layout and Typography	3.0
GDES 070	Introduction to Multi-Media Design	3.0
GDES 085	Professional Portfolio and Design Career Preparation	2.0

Plus an additional course(s) required from the following to bring your total to a minimum of 24 units:

	Units	
ART 034A	Introduction to Computer Aided Art	3.0
ART 037A	Introduction to Computer Animation	3.0
GDES/ART 011	The History of Modern Design	3.0
GDES 047	Web Animation	3.0
GDES 048	Intermediate Web Animation	3.0
GDES 055A	Graphic Design-Image and Promotion	3.0
GRART 062	Introduction to Adobe Illustrator	3.0
GDES 037	Intermediate Computer Graphic Design	3.0
GDES 075	Macromedia Director Studio	3.0
CIS 043A	Introduction to Java	1.0
BUS 086	Internet for Business Users	4.0
GDES 073	Digital Photography & Quicktime VR	3.0
GDES 072	Information Architecture & Interface Design	2.0
GDES 074	Digital Video Production with final Cut Pro	3.0
MKTG 084	Marketing on the Internet	3.0
<b>Total Program Certificate Requirements:</b>		<b>24.0</b>

Some graduation requirements occasionally change. Consult a counselor for information on the requirements or see the appropriate catalog. For additional information, please visit the Mission College website at: <http://www.missioncollege.org>.

# GRAPHIC DESIGN & MULTIMEDIA • GRAPHIC DESIGN

BEFORE ENROLLING IN DEGREE APPLICABLE COURSES, IT IS RECOMMENDED THAT YOU COMPLETE ENGL 001A AND READ 053.

## Webmaster - Certificate

This multidisciplinary certificate will provide a combination of technical and creative skills required for an aspiring junior WebMaster. It will be especially useful for the students of the Graphic and Multimedia Design, the CIS, and CIT students many of whom are in professional transition or already working in the Web field but lack certification.

Core Curriculum Courses (Required)	Units
GDES 045 ..... Web Page Design with XHTML.....	3.0
GDES 046 ..... Intermediate Webpage Design with Dreamweaver ..... and CSS.....	3.0
CIS 043 ..... Java Programming.....	3.0
CIT 111 ..... Servlets & JSP.....	3.0
CIT 112 ..... Advanced Web Programming.....	3.0
CIT 113 ..... Database Programming for the Web.....	3.0
GDES 085 ..... Professional Portfolio and Design ..... Career Development.....	2.0

Plus select an additional course (or courses) to complete the required minimum total of 25 semester units:

	Units
GDES 47 ..... Web Animation.....	3.0
GDES 48 ..... Intermediate Web Animation.....	3.0
GDES 74 ..... Digital Video and Multimedia.....	3.0
GDES 75 ..... Macromedia Director Studio.....	3.0
BUS 86 ..... Internet for Business Users.....	4.0
GDES 83 ..... Design for e-Commerce.....	3.0
GDES 73 ..... Digital Photography & Quicktime VR.....	3.0
GDES 72 ..... Information Architecture & Interface Design.....	2.0
GDES 70 ..... Introduction to Multimedia Design.....	3.0
GRART 68 ..... Advanced Photoshop.....	3.0
MUS 83..... Digital Audio.....	3.0
GDES 60 ..... Electronic Page Layout and Typography.....	3.0
CIS 45A ..... Introduction to the UNIX Operating System.....	1.0
COMM 15 ..... Career Communications.....	3.0
CIT 12..... Networking Hardware & Software.....	4.0
CIT 41..... Microsoft Professional 2000.....	4.0
<b>Total Program Certificate Requirements:</b> .....	<b>25.0</b>

## GRAPHIC DESIGN (GDES)

### 011 • THE HISTORY OF MODERN DESIGN 3.0 units

Total Lecture 54.4 hours  
Acceptable for credit: University of California, California State University

This introductory survey course focuses on the history, perception and development of design as an art form during the Twentieth Century. The students will develop an understanding of the evolution and role of the Modern Movement in society. The students will also learn about the evaluation criteria of two-dimensional and three dimensional design objects while examining examples of architecture, industrial design, graphic design and interior design. The students will be introduced to outstanding Twentieth Century design figures and their work. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 013 • CREATIVITY AND VISUAL COMMUNICATION 3.0 units

Total Lecture 54.4 hours  
Acceptable for credit: University of California, California State University

This survey course focuses on the changes that took place in the past 75 years in visual communication both conceptually and technologically. The seminar will include the examination of what makes a message effective and memorable, along with the study of cultural differences and comparisons between universal message solutions.

The seminar will examine the historical framework of the study of creative human potential and examine the work of some of the major researchers. Participants will identify, discuss and compare the many different theories including the definitions, stages of creativity, the creative process, and creative personality studies. In depth examination of the creative process and its' application to the field of visual communication will be discussed along with teaching and learning techniques of creative problem-solving. The course will examine the effects of technology on visual communication, including the effective use of Web and new media techniques. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 021 • SALESMANSHIP FOR CREATIVE PROFESSIONALS 1.0 unit

Total Lecture 16.0 hours

This short course will introduce basic sales techniques specifically tailored for creative artists. Students will learn how to get and keep clients. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 022 • SELF PROMOTION FOR CREATIVE PROFESSIONALS 1.5 units

Total Lecture 16.0 hours, Total Lab 27.2 hours

In this short course the students learn principles and techniques of self-promotion with a special emphasis on the needs of creative professionals. This course is useful for freelancers, independent visual artists of all types, as well as musicians and writers. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 023 • MONEY AND THE CREATIVE PROFESSIONAL 1.0 unit

Total Lecture 16.0 hours

This course is designed to provide basic financial information for creative professionals or students interested in freelance work or setting up a studio. This course is useful for artists working in the areas of fine art, the many forms of design, photography, film, music, advertising and writing. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 025 • COPYRIGHTS FOR CREATIVE PROFESSIONALS 1.0 units

Total Lecture 16.0 hours

This introductory course focuses on the U.S. copyrights given to creative individuals who produce visual, musical or literary works of art. Students develop an understanding of their legal rights including the sale, protection and licensing of creative work. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 026 • THE BUSINESS OF CREATIVITY 1.0 unit

Total Lecture 16.0 hours

This introductory course identifies basic business structures and develops the necessary skill sets that will make creative professionals effective entrepreneurs. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 029 • CAREERS IN VISUAL COMMUNICATION 2.0 units

Total Lecture 16.0 hours, Total Lab 54.4 hours

Acceptable for credit: California State University

Introduction to a variety of professional experiences in visual communications. Lectures, guest speakers, field trips, etc., will serve to expose the student to a sampling of the Architectural Design, Photography, Film, Fine Arts, Technical Illustration, Architectural Display, Packaging, Animation, Graphics, and Television. *Pass/No Pass Option.*

### 035 • INTRODUCTION TO COMPUTER GRAPHIC DESIGN 3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours

Advisory: ART 033A

Acceptable for credit: California State University

This course introduces the student to the history, the roles and application of computer graphics in visual communication. Practical design projects will examine the interaction of form and message, with emphasis on fundamentals of several applicable painting and illustration software packages. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 036 • FORENSIC ANIMATION 3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours

Advisory: GDES 039A or GDES 039B

Acceptable for credit: California State University

Students learn animation techniques to create simulations of vehicular, aviation, and industrial incidents as used in state, local, and federal litigation. *Pass/No Pass Option.*

BEFORE ENROLLING IN DEGREE APPLICABLE COURSES, IT IS RECOMMENDED THAT YOU COMPLETE ENGL 001A AND READ 053.

**037 • INTERMEDIATE COMPUTER GRAPHIC DESIGN 3.0 units**

*Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: Recommend GDES 035  
Acceptable for credit: California State University*

This intermediate level course examines the role and application of computer graphics in visual communication with a special emphasis on developing a working understanding of corporate identity and promotional design work. This course is a continuation of GDES 35 the Beginning Computer Graphic Design course. Practical design projects will examine the interaction of form and message, with emphasis on creative design solutions by the use of several applicable painting, illustration and layout software packages. *May be repeated one time. Pass/No Pass Option.*

**039B • INTERMEDIATE COMPUTER ANIMATION 3.0 units**

*Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: Recommend GDES 039A  
Acceptable for credit: University of California, California State University*

Students learn advanced animation techniques using 3D modeling and animation software (i.e. Autodesk Maya), including texture mapping and lighting effects. Students create complex 3-dimensional scenes, design, model, rig, animate characters, and create animations on different platforms. *Pass/No Pass Option.*

**040 • APPLIED TYPOGRAPHY 3.0 units**

*Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: ART 033A  
Acceptable for credit: California State University*

This course introduces the student to the history, the roles and application of typography in visual communication. Practical design projects will examine the interaction of form and message, with emphasis on fundamental theory (i.e. the elements, principles, and attributes of typographical design). Students will explore both traditional and computer-assisted techniques. *Pass/No Pass Option.*

**045 • WEB PAGE DESIGN WITH XHTML 3.0 units**

*Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: ART033A  
Acceptable for credit: California State University*

This introductory course focuses on the creative design skills required to create effective web page designs using XHTML, CSS and a variety of software packages. The basic principles of type, color, illustration and layout are explored. The students develop an understanding of the Internet and the World Wide Web in a series of hands on exercises. *This course may also be offered via distance learning. Pass/No Pass Option.*

**043A • DIGITAL CHARACTER ANIMATION 3.0 units**

*Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: ART 034A, GDES 039A, GDES 039B  
Prerequisite: ART 031A  
Acceptable for credit: California State University*

This is an introductory course in character animation using character animation software. Students learn to create animated characters and learn basic animation principles. Students also learn to model 3D characters, walk cycles, character rigging, UV texture mapping and 3D lighting. Students develop an understanding of historical and contemporary trends in computer generated character animation. *Pass/No Pass Option.*

**046 • INTERMEDIATE WEB PAGE DESIGN WITH DREAMWEAVER & CSS 3.0 units**

*Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: GDES045  
Acceptable for credit: California State University*

This intermediate level course focuses both on the creative design and the appropriate software skills required to create effective web page designs using a variety of software packages, including Adobe Dreamweaver. This course provides an intermediate level content continuation of the GDES 045 Web Page Design course. Advanced design principles of type, color, illustration and layout are explored along with CSS, Javascript and other relevant software issues. The students use the Internet and the World Wide Web in a series of hands on exercises and project research. A basic understanding of computer system operation is required. *May be repeated one time. Pass/No Pass Option.*

**047 • WEB ANIMATION 3.0 units**

*Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: GDES 045  
Acceptable for credit: California State University*

This introductory course focuses on the creative design skills required to create effective web page animation using a variety of software packages. The basic principles of animation technologies and their applications in cyberspace will be explored. The student will develop an understanding of the role of animation on the Internet and the World Wide Web in a series of hands on exercises. A basic understanding of computer system is assumed. *May be repeated one time. Pass/No Pass Option.*

**048 • INTERMEDIATE WEB ANIMATION 3.0 units**

*Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: GDES 045 and GDES 047  
Acceptable for credit: California State University*

This intermediate level course focuses on the creative design skills required to create effective web page animation using a variety of software packages and appropriate basic scripting languages. This course builds on knowledge acquired in the introductory Web animation class. Principles of animation technologies and their applications in cyberspace will be explored. The student will develop a working knowledge of animation on the Internet and the World Wide Web in a series of hands on exercises. *Pass/No Pass Option.*

**050 • GRAPHIC DESIGN PRESENTATION AND ILLUSTRATION TECHNIQUES 3.0 units**

*Total Lecture 36.8 hours, Total Lecture 54.4 hours  
Advisory: ART 031A, ART 033A and ART 034A  
Acceptable for credit: California State University*

This course will introduce the students to a variety of illustration techniques using traditional techniques such as pen and ink, colored pencils, watercolor, mixed media, etc. along with computer generated visual solutions using a variety of software packages. The course will also deal with presentation skills and shortcuts for graphics designers. *May be repeated one time. Pass/No Pass Option.*

**055A • GRAPHIC DESIGN - IMAGE AND PROMOTION 3.0 units**

*Total Lecture 36.8 hours, Total Lecture 54.4 hours  
Advisory: ART 033A, ART 034A and GDES 050  
Acceptable for credit: California State University*

This course is designed to increase the student's awareness of the various skills needed in the graphic design area, with an emphasis on promotion, including print, Web, direct mail and public relations. The course will include exploration of creative ideas in logo types, concept and layout work, package design, corporate identity etc. Principles of advertising psychology, image creation and measurement techniques for effective communication will also be discussed. The course has a strong emphasis on creative problem solving. *This course may also be offered via distance learning. Pass/No Pass Option.*

**055B • ADVANCED TOPICS IN GRAPHIC DESIGN - THE AGENCY 3.0 units**

*Total Lecture 36.8 hours, Total Lecture 54.4 hours  
Prerequisite: GDES 055A  
Acceptable for credit: California State University*

This course will increase the student's skills and awareness required in the field of graphic design. The students, with the active involvement and supervision of faculty will work on actual projects responding to actual design needs with a special emphasis on non-religious, non-profit organizations in our community. *Pass/No Pass Option.*

**060 • ELECTRONIC PAGE LAYOUT AND TYPOGRAPHY 3.0 units**

*Total Lecture 36.8 hours, Total Lecture 54.4 hours  
Advisory: ART 033A  
Acceptable for credit: California State University*

This is a foundation course for graphic designers. The focus of the course will be on developing an understanding of the basic principles of page layout and typography along with a working knowledge of supporting computer equipment, and creating artwork for inclusion in a portfolio. Practical design projects will examine the interaction of form and message, with emphasis on fundamental theory, i.e., the elements, principles, and attributes of typographical and layout design. This course assumes basic understanding of computer systems. *This course may be repeated one time. This course may offered online. Pass/No Pass Option.*

# GRAPHIC DESIGN

BEFORE ENROLLING IN DEGREE APPLICABLE COURSES, IT IS RECOMMENDED THAT YOU COMPLETE ENGL 001A AND READ 053.

## 070 • INTRODUCTION TO MULTIMEDIA DESIGN

3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: GDES 055A  
Acceptable for credit: California State University

In this course students are introduced to the field of Multimedia through demonstrations of Graphic, Web, Video and Audio software as well as the fundamental issues concerning designers in the development of highly sophisticated interactive experiences. Students will demonstrate their knowledge of the Software and Multimedia Principles through a series of hands-on exercises and projects. *Pass/No Pass Option.*

## 071 • INTERMEDIATE MULTIMEDIA DESIGN

3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: ART 033A or ART 034A, GDES 046, GDES 074, or GDES 075  
Acceptable for credit: California State University

This is an intermediate level course focusing on developing creative design skills that are required to conceptualize and model an interactive experience. The course will cover intermediate level principles of organizing information effectively and creating visually compelling interfaces. Principles involved in the production of interactive DVD's and CD-ROM's, video, web sites, and other media will be addressed. *Pass/No Pass Option.*

## 072 • INFORMATION ARCHITECTURE & INTERFACE DESIGN

2.0 units

Total Lecture 27.2 hours, Total Lab 27.2 hours  
Acceptable for credit: California State University

This introductory course focuses on creating information architectures for web sites or intranets. The student will develop an understanding of the role of information architects, information organization schemes, navigation and labeling systems. The students will also learn and apply fundamental techniques of communication-oriented visual design as those relate to visual interface design. A basic understanding of computer system operation is required. *Pass/No Pass Option.*

## 073 • DIGITAL PHOTOGRAPHY

3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: GRART064 or ART034A  
Acceptable for credit: University of California, California State University

This introductory course focuses on photography as a creative medium. Emphasis will be placed on aesthetics, composition, content and the technical and creative design skills required to create effective digital images using digital cameras and a variety of software packages. The basic principles of creating spatial illusion and the practical applications of using Quicktime VR are also explored. The students develop an understanding of creative image development in a series of hands on exercises. A basic understanding of Adobe Photoshop and computer system operation is required. *Pass/No Pass Option.*

## 074 • DIGITAL VIDEO PRODUCTION WITH FINAL CUT PRO

3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: ART033A, ART034A, GDES070  
Acceptable for credit: California State University

This introductory multimedia course focuses on the use of video equipment and software. The students develop an understanding of video production and post-production in a series of hands on exercises focusing on design related topics. Camera operation, video production techniques, special effects, the basic principles of motion graphics, and video editing with Final Cut Pro are explored. A basic understanding of computer system operation is required. *Pass/No Pass Option.*

## 077 • DESIGN OF TECHNICAL PUBLICATIONS, TRAINING MATERIALS, AND VISUALS

3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: READ 053  
Prerequisite: ENGL 001A  
Acceptable for credit: California State University

An introductory course for students interested in the principles and use of design and formatting as they relate to technical documentation. Emphasis is placed on skills required to present technical information creatively, and the ability to design appropriate visuals for a given audience, purpose and set of data.

Topics addressed will include principles of page layout, typography, and the design of visuals used in technical publications and presentations. There is strong emphasis on creative problem solving using traditional techniques and computer generated solutions. *Pass/No Pass Option.*

## 080 • PACKAGING DESIGN

3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: ART 033A and GDES 060  
Acceptable for credit: California State University

This course will introduce the student to the basic graphic and structural skills required to create effective packaging designs. The role of typography, color and the use of materials such as paper, plastics, and glass will be examined and design samples created using both traditional and computer generated techniques. The variety of packaging styles available and the environmental implications of packaging will be discussed. *Pass/No Pass Option.*

## 081 • MOTION GRAPHICS WITH AFTER EFFECTS

3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: GDES060 and GDES070  
Acceptable for credit: California State University

This course focuses on the planning and methodology to design graphics for video and film. The students develop an understanding of the principles of typography, type in motion, optical flow, motion representation and perception. The focus is on creative visual communication using appropriate and effective motion graphics. The students develop skill in the use of After Effects, as well as other appropriate motion graphics software. The students also examine and evaluate a number of case studies. *Pass/No Pass Option.*

## 082 • GAME DESIGN AND ARCHITECTURE

3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours  
Acceptable for credit: California State University

This introductory course focuses on the planning and methodology of game design. The students will develop an understanding of the conceptual game development process and, game architecture. The students will also examine and evaluate a number of case studies. A basic understanding of computer system operation is required. *Pass/No Pass Option.*

## 083 • DESIGNING WEBSITES FOR E-COMMERCE

3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: GDES 045, and GDES 046 or GDES 047  
Acceptable for credit: California State University

This course focuses on the planning and methodology of e-commerce Web site design. The students will develop an understanding of the strategic interaction of the business and design processes. Focus will be on creating elements of brand identity for a small business on the Web. The course also includes in-depth examination and comparison of corporate identity, branding and emotional branding in both the old and new economies. The students will also examine and evaluate a number of case studies. *This course may also be offered via distance learning.* *Pass/No Pass Option.*

## 085 • PROFESSIONAL PORTFOLIO AND DESIGN CAREER PREPARATION

2.0 units

Total Lecture 16.0 hours, Total Lab 54.4 hours  
Advisory: GDES 055A and GDES 060  
Acceptable for credit: California State University

This course will introduce students to the basic principles of professional portfolio preparation and freelance design work. The student will prepare the necessary materials, such as logos, business cards, stationery, direct mail pieces, etc. to present a professional image. The course will include portfolio evaluation, sales techniques and procedures to set up a successful design office. *Pass/No Pass Option.*

## 087 • TRADESHOW EXHIBIT DESIGN

3.0 units

Total Lecture 36.8 hours, Total Lab 54.4 hours  
Advisory: GDES 055A and ART 034A  
Acceptable for credit: California State University

This course will introduce students to the principles of successful exhibit design. The student will learn how to set design objectives and deal with space design, colors, materials and promotional strategies using both traditional and 3D computer generated methods. The course has a strong emphasis on creative problem solving. *Pass/No Pass Option.*

## 939AS • SUPPLEMENTAL LAB

1.0 unit

Total Lab 54.4 hours  
Corequisite: GDES 039A

This is a course to provide supplemental instruction for GDES 039A, Introduction to Animation Using Maya. *Pass/No Pass Only*