LACC
LOS ANGELES CITY COLLEGE

Title: GRAPHIC DESIGN III

Course Description
Students apply more advanced graphic design principles using computer graphics. Emphasis is placed on the creation of illustrations and digital images and their integration into page layout software to produce press-ready graphics.

Units/Transferability
Transferrable to CSU

Prerequisites/Co-requisites/Advisories
Prerequisite: Art 605 and Art 639 No Corequisites. No Advisories.

Course Student Learning Outcomes
SLO#1: Students will create a 2-color spot color project by applying learned skills in choosing Pantone colors for printing and corresponding paper for output to press. SLO#2: Students will create a multi-panel brochure using a grid system, importing graphics and photographs, and setting type in a page layout program while utilizing learned skills including determining the objectives and goals of the project through concept to client approval and choosing proper printing resolution, color profiles, and paper for output to press.

Grading Scale or Criteria
A - Excellent
B - Good
C - Satisfactory
D - Less than satisfactory

F - Failing
P - Pass; at least equivalent to a "C" grade or better
NP - Not Pass; equal to "D" or "F" grade

Drop and Repeats
Effective July 1, 2012 students are allowed three (3) attempts to pass a single class within the Los Angeles Community College District. If a student gets a "W", "D", "F", or "NP" as a grade in a class, that counts as an attempt. If you think you will not be able to complete this course with a C or better, please drop by the due date.

For all important dates make sure to visit http://www.lacitycollege.edu/services/admissions/dates.html

Attendance Policy
Students who are registered and miss the first time the class meets may lose their right to a place in the class. Whenever students are absent more than 10% of the total meeting days of the class, the instructor may exclude them from class. If the instructor determines that there are no mitigating circumstances that may justify the absences, the instructor may exclude a student from the class. Students are responsible for officially dropping a class that they stop attending.

Financial Aid
If you need help paying for books and other college expenses, call the Financial Aid Office at (323) 953-4000 ext.2010 or email finaid@lacitycollege.edu.

Accommodations
Students with a verified disability who may need authorized accommodation(s) for this class are encouraged to notify the instructor and the Office of Special Services (323-953-4000, ext.2270 or email oss@lacitycollege.edu) as soon as possible, and at least two weeks before any exam or quiz. All information will remain confidential.

Student Code of Conduct
Violations of academic integrity include, but are not limited to, the following actions: cheating on an exam, plagiarism, working together on an assignment, paper or project when the instructor has specifically stated students should not do so, submitting the same term paper to more than one instructor, or allowing another individual to assume one's identity for the purpose of enhancing one's grade (see LACCD Board Rule 9803.28). Penalties may include a grade of zero or "F" on an exam or paper, or even suspension from the College.

Classroom & meeting time: CHEM 210
Tuesdays & Thursdays 12:45 pm - 2:55 pm
Professor's Name: Oscar M Santos
Office Hours& Location: Mondays and Wednesdays
2pm - 4pm and by appointment in CHEM 203
Office Telephone: TBD
Email: santosom@lacitycollege.edu
Course Materials: Weblinks and handouts will be provided in class.
Lessons can be found at artsandjustice.org

Additional Course Information:
This course will focus on the Adobe Suite (InDesign, Photoshop, Illustrator) as a tool for designing and creating documents for web and for print. Students will use the elements and principles of design (balance, line, shape, form, balance, etc.), the grid system, design trends, and class critiques to create and refine various graphic design projects.
Students will create a series of projects that apply learned skills in design software (Adobe Photoshop, Illustrator and InDesign) for real world printing and web based output.
Students will create a portfolio of work centered around a unique 'brand' and create all the necessary design assets.

Course Materials: Weblinks and handouts will be provided in class. Lessons can be found at artsandjustice.org
You must have a FLASH DRIVE to turn in your work.

Submission of Work:
Work will either be handed in person or through the class server. See handouts on website.
All projects and file names must be CORRECTLY LABELED and be in the correct FILE FORMAT
ex: "LastName_FirstName_NameOfProject.filetype"
***Incorrectly labeled work receives ZERO credit.
***Late work receives HALF CREDIT

Grading Breakdown:
10 Projects (10 points each) - 100pts
Mid-Term Project - 20pts
Final Project - 20pts
Participation in Class Critiques - 60pts
Total Points - 200
(Total points may change
depending on class progress)

Classroom Behavior: Disobedient, disruptive or disorderly behavior exhibited by any student may result in disciplinary action in accordance with District policies and procedures. Action may include, but is not limited to expulsion from class. (See LACC Board Rule 91101 in catalogue)

Important Dates/Deadlines:
First Day of Classes: Monday, August 28, 2017
Last Day to Drop for Refund: Sunday, Sep 10, 2017
Last Day to Drop without Fee & without a "W": Sunday, Sep 10, 2017
Last Day to Add Classes: Sunday, Sep 10, 2017

Census Date: Monday, Sep 11, 2017
Last Day to File Pass/No Pass: Friday, Sep 29 2017
Fall 2017 Graduation Petitions accepted without a Graduation Evaluation by an Academic Counselor
To be determined
Late Fall 2017 Graduation Petitions accepted with a Graduation Evaluation by an Academic Counselor
To be determined
Late Spring 2017 Graduation Petitions accepted with a Graduation Evaluation by an Academic Counselor. Participation in the graduation ceremony is not guaranteed. Please check with Admissions.
To be determined
Last Day to Drop with a "W": Sunday, Nov 19, 2017
Final Exam Schedule: Dec 11, 2017 - Dec 17, 2017
Fall Semester Ends: Dec 17, 2017
Grades Due: Friday, December 22, 2017

HOLIDAYS/NON-INSTRUCTION:
Labor Day: Monday September 4, 2017
Veteran's Day: Friday, November 10, 2017
Thanksgiving Holiday: Thursday, November 23, 2017 - Friday, November 24, 2017 - Saturday, November 25, 2017

CLASS DATE	LECTURE + LAB	PROJECTS
1- 8/29	• Introduction to class, syllabus and schedule • Branding & Logo Project • Examining a Brand • What is a Creative Brief? • Creating a Branding Identity	• Understanding how Brand's use Graphic Design • Discuss the parts of a Creative Brief • Create a Creative Brief for your project • Brand Identity and Parts
2- 8/31	• Logo & Branding Project(-cont) • Logos in Illustrator • Image Trace • Gradients • Pathfinder	• Using Illustrator to design logo • PROJECT 1- Creative Brief & Branding Elements - Drafts to be reviewed by class & professor
3- 9/5	• continued	• PROJECT 1- Creative Brief & Branding Elements - DUE
4- 9/7	• Web Ad/Motion Graphics Project • Creating Gifs & Video Ads • Rule of Thirds	• Using Photoshop to design a gif and/or video ad
5- 9/12	• Web Ad/Motion Graphics Project (cont)	• PROJECT 2- Web Ad/Motion Graphics - DUE
6- 9/14	• Promotional Poster & Ad Project • Working with template files • Hierarchy • Using multiple Adobe programs • Smart Objects	• Using Photoshop/Illustrator and template files
7- 9/19	• Promotional Poster & Ad Project (cont)	• PROJECT 3- Poster & Billboard Ad Project - DUE
8- 9/21	• Social Media Project • Examining social media sites • Working with templates • Creating Templates	• Using Photoshop to Create and Manipulate templates - Facebook Template
9- 9/26	• Social Media Project (cont)	• PROJECT 4- Social Media Project- Facebook - DUE
10- 9/28	• Grid Project • History of grids • Creating grids in InDesign • Paragraph tools • Type Threading • Placing Images • Styles	• InDesign lesson/review and practice
11- 10/3	• Magazine Article Anatomy • Creating a spread • Text Wrap / Styles / Drop Caps/ Pull Quotes • Working with a unique idea	• PROJECT 5- Magazine Article Project - DUE
12- 10/5	• MIDTERM- collect all projects into one pdf	• InDesign lesson and practice/ Class time to revise projects
13- 10/10	• Midterm Project (con't)	• MIDTERM DUE

CLASS DATE	LECTURE + LAB	PROJECTS
14- 10/12	• App Planning Project • What can an App do? • Wire frames & Sitemaps • UI & UX	• Designing an app - Wireframes & Sitemaps • Bring App Screenshots you like to next class
15- 10/17	• App Planning Project (cont) • Discuss screenshots • Continue work	• PROJECT 6- Wireframes & Site Maps for App
16- 10/19	• App Design Project • Photoshop/Illustrator/Inde-sign to create interface • Icon & Branding	• Using Photoshop and Illustrator to make a mock-up app
17- 10/24	• continued • adding animation	• continued
18- 10/26	• continued	• continued
19- 10/31	• App Design Project (cont) • Animating App • continue work	• PROJECT 7- App Design Project - DUE
20- 11/2	• Web Site Mockup Project • Site maps / Wire frames • Website Anatomy	• Using Photoshop and Illustrator to create a website mockup
21- 11/7	• continued	• continued
22- 11/9	• continued	• continued
23- 11/14	• Web Site Mockup (cont)	• PROJECT 8- Web Design Project - DUE
24- 11/16	• Project TBD or wiggle room for projects	• Project TBD or wiggle room for projects
25- 11/21	• Project TBD or wiggle room for projects	• Project TBD or wiggle room for projects
26- 11/28 ***11/23 no school for 'thanksgiving'	• Project TBD or wiggle room for projects	• Project TBD or wiggle room for projects
27- 11/30	• Project TBD or wiggle room for projects	• Project TBD or wiggle room for projects
28- 12/5	• Preparing a portfolio of your work	• Using InDesign to set up your portfolio • Review & Refine all semester projects
29- 12/7	• Preparing a portfolio of your work (cont)	• Using InDesign to set up your portfolio • Review & Refine all semester projects
30- *Finals week 12/14 1-3pm	FINAL PORTFOLIO & PRESENTATION DUE	FINAL PORTFOLIO & PRESENTATION DUE