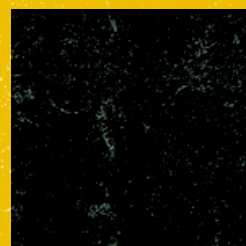Las Positas College

GRAPHIC DESIGN

& Digital Media

"EVERYTHING IS DESIGN. EVERYTHING!"

– Paul Rand

GRAPHIC DESIGN & DIGITAL MEDIA

The Graphic Design and Digital Media program at Las Positas College teaches students to apply graphic design and digital media principles to create effective communication pieces through the use of color, type, and imagery.

Students learn the principles of design and composition, typography, digital image manipulation, print and web page layout, and an array of technical skills using Adobe's Creative Suite—Illustrator, Photoshop, InDesign, and Acrobat. In the web program, students will also learn to use Dreamweaver to work with HTML and CSS.

Students will not only work with the latest digital tools for creating captivating images and graphics, but will also learn how to effectively use the concepts and principles of design using colors, typography, and composition in developing their work.

Students who graduate from the Visual Communications program can look forward to working as art directors, graphic designers, web designers, and graphic artists.

In both the AA and certificate program, students learn advanced production techniques and produce client-based work for print, web and multimedia. Upon graduation, students will have completed a professional-level and be ready to go out into the work force.

www.laspositascollege.edu/gddm
www.facebook.com/lpcgddm/

by Emilie Johal. Typography.

COURSES

GDDM 2: WORDPRESS AND CONTENT MANAGEMENT SYSTEMS

Students will use WordPress to build dynamic websites that can be updated easily. Students are also introduced to PHP & MySQL, theme customization, and other CMS frameworks.

GDDM 3: THE HISTORY OF MODERN DESIGN

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.

GDDM 4: USER INTERFACE AND USER EXPERIENCE DESIGN

In this course students are introduced to the fields of User Experience Design and Interface Design. Key topics covered in this course are interaction design, mobile and desktop interface design, information architecture, user research, as well as UX planning documents such as wireframes and personas. Students learn many of the principles, processes, and techniques used to develop effective user interfaces.

GDDM 40: DESIGN SHOP

The Design Shop business of the Graphic Design program creates work for clients on the Las Positas College campus. This course is designed for students who are ready to produce client-based work in print and/or for the web prior to seeking employment and/or applying for transfer to a 4-year institution. Students work one-on-one or in a team with the client while refining leadership skills and the full range of visual, oral and written techniques needed to produce industry standard client-based work. Students develop creative print and/or web solutions that meet the full scope of the client's needs and that are of a quality that demonstrates the individual or team's work at industry-standard level.

GDDM 45A: DIGITAL PAINTING I

Students will be introduced to fundamental techniques of digital painting as well as hardware and software considerations. Students will create paintings from observation as well as from imagination. Course will focus on translating traditional painting principals into the digital realm.

GDDM 45B: DIGITAL PAINTING II

Students will build upon the fundamental techniques of digital painting. Students will create paintings from references as well as from imagination, paying close attention to lighting and color. Course will focus on development of style for commercial illustration.

by Rico Busalpa. Illustrator I.

GDDM 50: GRAPHIC DESIGN/DIGITAL MEDIA FUNDAMENTALS

Introduction to Digital Art and Design Media and their use in the vocations of Graphic Design, Web and Device Design, Information Design, and Digital Art and Photography. An exploration of the methods of conceptual development of visual content and the language of design to direct the use of these digital tools at basic technical level to bring this content to completion in print or on screen.

GDDM 51: COLOR THEORY

A basic-level course highlighting color as an element for communication and expression in all visual fields. Covers key color systems and their relevance to graphic and other visual arts, creative and technical aspects of color available in traditional media and in the Adobe Creative Suite applications including color expression, color theory, color interaction, color psychology, color perception, using color for an ethnically diverse, international audience, color theories, color trends, color reproduction, pre-press and screen view considerations.

GDDM 52: INTRODUCTION TO TYPOGRAPHY

This course examines letterforms and fundamental typographic principles, with emphasis on the vocabulary of typographic form and its relationship to message/purpose in graphic design. Typography is the backbone of graphic design, and the ability to design effectively with type is essential for a graphic designer. Course includes applied history and theory highlighting type as an element for communication and expression. In-class focus on type legibility, readability, and visual appropriateness.

GDDM 53: PHOTOSHOP I

Technical and skill development course using the most recent version of Adobe Photoshop at the introductory to create and manipulate digital images, photographs and illustrations. Emphasis on basic to lower-intermediate level techniques and tools used to create image files suitable for print and screen. Design principles emphasized to create effective output through computer-based composition.

by Natalie Waters. Illustrator I.

by Chance Owen. Illustrator I.

by Emilie Johal. Illustrator I.

GDDM 54: ILLUSTRATOR I

Technical and drawing skill development course using the latest version of Illustrator at the basic- to intermediate- level to render 2- and 3-D digital drawings and illustrations. Emphasis on basic- to intermediate-level techniques and tools used to create image files suitable for print and screen. Design principles emphasized to create effective output through computer-based composition.

GDDM 55: WEB DESIGN I

This introductory web design course takes a visual communications approach to the creation of web sites, and the fundamental techniques required to format text, illustrations, tables, and images for the web. Emphasis is placed on appropriate design for the web - beginning with a graphic user interface balanced with HTML5 code and CSS3 hand-coding that is functional, logical, and attractive, and bringing the concept to life using Dreamweaver. The course also includes detailed instructions on how to use Dreamweaver to create web content, as well as a introduction to Content Management Systems such as Wordpress, Joomla! and Drupal.

GDDM 56: INTRODUCTION TO GRAPHIC DESIGN

Design and skills development course exploring the creative processes, methods, strategies and tools used in developing concepts and final designs in any visual field including the basic elements of design: line, texture, value, shape, color, light, and spatial concepts Emphasis is placed on experience applying design principles and conventions to create 2-dimensional work. Use of computers as digital design tool along with basic manual techniques relating to effective preparation, presentation, craftsmanship and professionalism in presentation.

GDDM 57: Branding and Identity Design

Course focuses on the creative processes, methods and tools used from concept to final design for commercial purposes in print and web (e.g., logos, related brand symbols, collateral materials, simple business publications, print and screen advertising, and packaging.) Emphasis is placed on the designer/client relationship, designing compelling graphics specifically to client project brief and to target audience, conducting research, presenting concept and final design, meeting deadlines, producing industry-standard digital documents, and working individually and in teams.

GDDM 58: PHOTOSHOP II

Technical and design skill development course using Photoshop to create and manipulate images, illustrations, text and animations. Emphasis on intermediate- through advanced-level techniques and tools used to create photo-realistic composites, special effects, custom brushes, and Photoshop rendered imagery for print and screen.

GDDM 59: ILLUSTRATOR II

An intermediate to advanced course using Adobe Illustrator to produce a variety of illustrations, designs, and original content. Students will increase their proficiency in the program, focusing in particular on color usage, sense of space, and visual storytelling while developing a personal style and sensibility.

GDDM 60: CREATIVE PORTFOLIO DEVELOPMENT & SELF PROMOTION

Student will develop strategies to promote oneself and one's work. Create and refine a design portfolio and resume to impress potential clients and employers. Practice effective techniques for oral and visual presentations, interviews, and client discussions.

GDDM 63: WEBSITE/MULTIMEDIA PRODUCTION

Culminating class in study of technical and creative design techniques necessary to build industry-standard web site and interactive multimedia products. Students will learn how to create and deploy interactive and motion design content to mobile, tablet, and desktop screens.

GDDM 64: INDESIGN I

This introductory level course in page layout and design uses Adobe InDesign software. Students assemble a variety of pieces such as booklets, brochures, magazines, newspapers, newsletters, and other communication materials. Emphasis is on learning techniques used by graphics professionals to create full-color pieces integrating text, photos, and illustrations.

GDDM 65: ELECT PREPRESS/PRINT PROD

Culminating class in study of technical and creative design techniques necessary to produce accurate prepress files used to produce finished printed materials. Upon completion, students will show mastery of the creative process and technical skills necessary to produce individual- and team-based single- and multi-page print work to client and industry specifications. This course provides students with professional prepress and print work experience within Las Positas College and the surrounding community including participation in client briefing, Q & A, presentation, feedback and critique sessions.

by Benjamin Revell. Photoshop I

GDDM 67 InDesign II

Students will learn to use InDesign to create press-ready layouts using industry standard techniques and best practices. Students create materials suitable for print-on-demand and traditional publishing, e-books, and digital publishing. Students will also learn to create interactive PDFs and fixed-layout EPUBs (PDFs, fixed-layout EPUBs) with slideshows, buttons, and videos.

GDDM 68 Creative Portfolio Preparation

Students in this class will revise and develop their existing body of work to be portfolio quality. Students will also create newworks to fill gaps in their portfolio and to highlight an area of focus. The course will focus on skill-building, sharpening one's design sense, creative self-expression, and in-depth exploration of software and techniques.

GDDM 70: PHOTOSHOP AND LIGHTROOM FOR PHOTOGRAPHERS

Learn to use Lightroom and Photoshop in a workflow designed for digital photographers. Learn Best practices for digital workflows, database management, non-destructive parametric editing, color management, and output to print, web, slideshows, and photo book. Students who have completed, or are enrolled in, PHTO 70 may not receive credit.

DEGREES & CERTIFICATES

Classes are designed to mirror the creativity and complexity found in the industry. Students use Adobe Creative Suite software programs including Illustrator, Photoshop, InDesign, Acrobat, and Dreamweaver with HTML and CSS to design and create for print and web. Students learn composition, typography, color theory, digital image manipulation, print and web page layout, and an array of technical skills to prepare them for a career in design.

Associate of Arts Degree (AA)

The VCOM AA degree prepares students for transition into the profession including transfer to a 4-year university program. Required and elective classes teach skills in digital print and web that will be enhanced at the 4-year college level or workplace.

Certificate of Achievement

The goal of the Certificate of Achievement program is immediate job entry. By completing the certificate of achievement, students will gain valuable experiences and skills to prepare them for the work place. Students can chose an emphasis in digital print and/or we, and are required to complete internships. Students may receive two certificates if they complete all web and print coursework.

AA - Graphic Design

The Associate of Arts of Graphic Design is designed to prepare students for work in the graphic design profession. The course work will prepare students to undertake a position in an advertising agency, creative services team, design studio, in-house design team, print shop, or web development firm.

Program Outcomes
• Apply principles of design to efectively conceptualize, create and deliver design solutions for the intended audience.

• Critically evaluate quality and efectiveness of design projects, present one's work efectively, and incorporate critique and feedback into design iterations.

• Describe the history and application of design and how color, type, and other design elements are used as efective communications tools.

• Use industry-standard software with technical profciency and create documents to required specifcations for delivery to clients.

Required Core Courses	Units
GDDM 51 (Color Theory for Design)	3
GDDM 52 (Introduction to Typography)	3
GDDM 53 (Photoshop I	3
GDDM 54 (Illustrator I)	3
GDDM 56 (Introduction to Graphic Design)	3
GDDM 57 (Branding and Identity Design)	3
GDDM 58 (Photoshop II)	3
GDDM 59 (Illustrator II)	3
GDDM 60 (Creative Portfolio Development)	3
GDDM 64 (InDesign I)	3

List A: Select One Courses	Units
GDDM 2 (Wordpress and Content Management Systems)	3
GDDM 3 (The History of Modern Design)	3
GDDM 4 (User Interface and User Experience Design)	3
GDDM 40 (Design Shop: The Business of Design)	3
GDDM 55 (Web Design I)	3
GDDM 65 (Elect Prepress/Print Prod)	3
GDDM 70 (Photoshop and Lightroom for Photographers)	3
GDDM 67 (InDesign II)	3
GDDM 68 (Creative Portfolio Preparation)	3

GENERAL EDUCATION AND ELECTIVES
Total Units for the Major: 33
Total Units Required: 60

Certificate of Achievement - Digital Illustration

The Certificate of Achievement in Digital Illustration will prepare students to work on and create traditional illustrations for magazines, newspapers and children's book or storyboards, scenery, characters, and concept art for video games and multimedia.

Program Outcomes

• Apply principles of design to effectively conceptualize, create and deliver design solutions for the intended audience.

• Critically evaluate quality and effectiveness of design projects, present one's work effectively, and incorporate critique and feedback into design iterations.

• Describe the history and application of design and how color, type, and other design elements are used as effective communications tools.

• Use industry-standard software with technical proficiency and create documents to required specifications for delivery to clients.

Required Core Courses	Units
ARTS 2A (Introduction to Drawing)	3
GDDM 45A (Digital Painting I)	3
GDDM 45B (Digital Painting II)	3
GDDM 51 (Color Theory for Design)	3
GDDM 53 (Photoshop I)	3
GDDM 54 (Illustrator I)	3
GDDM 60 (Creative Portfolio Development & Self Promotion)	3
List A: Select Two Courses	**Units**
ARTS 7A (Introduction to Watercolor Painting)	3
ARTS 12A (Oil/Acrylic Painting: Beginning I)	3
GDDM 58 (Photoshop II)	3
GDDM 59 (Illustrator II)	3
List B: Select One Courses	**Units**
ARTS 23 (2-D Design)	3
GDDM 56 (Introduction to Graphic Design)	3

Total Units Required: 30

Certificate of Achievement - Graphic Design

The Certificate of Achievement in Graphic Design is designed to prepare the students for work in the graphic design profession. The degree gives the students the knowledge and experience to enter the graphic design profession as a member of an advertising agency, creative services team, design studio, in-house design team, print shop, or web development firm.

Program Outcomes
• Apply principles of design to effectively conceptualize, create and deliver design solutions for the intended audience.

• Critically evaluate quality and effectiveness of design projects, present one's work effectively, and incorporate critique and feedback into design iterations.

• Describe the history and application of design and how color, type, and other design elements are used as effective communications tools.

• Use industry-standard software with technical proficiency and create documents to required specifications for delivery to clients.

Required Core Courses	Units
GDDM 51 (Color Theory for Design)	3
GDDM 52 (Introduction to Typography)	3
GDDM 53 (Photoshop I)	3
GDDM 54 (Illustrator I)	3
GDDM 56 (Introduction to Graphic Design)	3
GDDM 57 (Branding and Identity Design)	3
GDDM 58 (Photoshop II)	3
GDDM 59 (Illustrator II)	3
GDDM 60 (Creative Portfolio Development & Self Promotion)	3
GDDM 64 (InDesign I)	3

List A: Select One Courses	Units
GDDM 67 (InDesign II)	3
GDDM 68 (Creative Portfolio Preparation)	3
GDDM 3 (The History of Modern Design)	3
GDDM 2 (Word press and Content Management Systems)	3
GDDM 4 (User Interface and User Experience Design)	3
GDDM 70 (Photoshop and Lightroom for Photographers)	3
GDDM 40 (Design Shop: The Business of Design)	3
GDDM 65 (Elect Prepress/Print Prod)	3

Total Units Required: 33

Certificate of Achievement - Print Design

The Certificate of Achievement in Print Design is designed to prepare the students for work in the graphic design profession with an emphasis on print and prepress experience. The certificate gives students the knowledge and experience to enter the graphic design profession as a member of an advertising agency, creative services team, design studio, in-house design team, prepress shop, or print shop.

Program Outcomes

• Apply principles of design to effectively conceptualize, create and deliver design solutions for the intended audience.

• Critically evaluate quality and effectiveness of design projects, present one's work effectively, and incorporate critique and feedback into design iterations.

• Describe the history and application of design and how color, type, and other design elements are used as effective communications tools.

• Use industry-standard software with technical proficiency and create documents to required specifications for delivery to clients.

Required Core Courses	Units
GDDM 51 (Color Theory for Design)	3
GDDM 52 (Introduction to Typography)	3
GDDM 53 (Photoshop I)	3
GDDM 54 (Illustrator I)	3
GDDM 56 (Introduction to Graphic Design)	3
GDDM 59 (Illustrator II)	3
GDDM 60 (Creative Portfolio Development & Self Promotion)	3
GDDM 64 (InDesign I)	3
GDDM 65 (Elect Prepress/Print Prod)	3
List A: Select Two Courses	**Units**
GDDM 3 (The History of Modern Design)	3
GDDM 40 (Design Shop: The Business of Design)	3
GDDM 57 (Branding and Identity Design)	3
GDDM 58 (Photoshop II)	3
GDDM 67 (InDesign II)	3
GDDM 68 (Creative Portfolio Preparation)	3

Total Units Required: 33

Certificate of Achievement - Web & Interaction Design

The Certificate of Achievement in Web & Interaction Design is designed to prepare students for work in the design profession with an emphasis on developing interactive elements for web and mobile devices. The certificate prepares students to work for variety of clients working in diverse industries to design, create and maintain websites and design web and mobile applications.

Program Outcomes

• Apply principles of design to effectively conceptualize, create and deliver design solutions for the intended audience.

• Critically evaluate quality and effectiveness of design projects, present one's work effectively, and incorporate critique and feedback into design iterations.

• Describe the history and application of design and how color, type, and other design elements are used as effective communications tools.

• Use industry-standard software with technical proficiency and create documents to required specifications for delivery to clients.

Required Core Courses	Units
GDDM 2 (Wordpress and Content Management Systems)	3
GDDM 4 (User Interface and User Experience Design)	3
GDDM 51 (Color Theory for Design)	3
GDDM 53 (Photoshop I)	3
GDDM 54 (Illustrator I)	3
GDDM 55 (Web Design I)	3
GDDM 56 (Introduction to Graphic Design)	3
GDDM 60 (Creative Portfolio Development & Self Promotion)	3
List A: Select Two Courses	**Units**
GDDM 3 (The History of Modern Design)	3
GDDM 40 (Design Shop: The Business of Design)	3
GDDM 62 (Web Design II)	3
GDDM 63 (Website/Multimedia Production)	3
GDDM 67 (InDesign II)	3
GDDM 68 (Creative Portfolio Preparation)	3

Total Units Required: 27

by Emilie Johal. Illustrator I

"DESIGN IS THINKING MADE VISUAL."

– Saul Bass

All information is subject to change. To see more studet work, www.facebook.com/lpcgddm/

Please visit our website at www.laspositascollege.edu/gddm for the latest information.

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