# COURSES

## GRAPHIC DESIGN & DIGITAL MEDIA COURSES

## GDDM 2 - Wordpress and Content Management Systems

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 3 - History of Graphic Design

**3 units**

This introductory survey course focuses on the history and development of graphic design as a discipline from the twentieth century to today. Students will develop an understanding of the evolution and role the graphic designer in shaping society and be introduced to outstanding historical and contemporary figures and their influence on contemporary culture. The course will also cover the advancements in technology and its influence in the design field. 54 hours lecture. AA/AS GE: III. Transfer: CSU, UC; CSUGE: C1; IGETC: 3A.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 4 - User Interface and User Experience Design

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 29 - Independent Study, Graphic Design & Digital Media

**0.5 - 2 units**

For course information, see "Independent Studies". 27-108 hours laboratory. 27-108 hours laboratory. Transfer: CSU.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 40 - Design Shop: The Business of Design

**3 units**

The Design Shop business of the Visual Communications 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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Recommended Course Preparation:** GDDM 52 with a minimum grade of C. GDDM 53 with a minimum grade of C. GDDM 54 with a minimum grade of C. GDDM 55 with a minimum grade of C. GDDM 56 with a minimum grade of C. GDDM 57 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 45A - Digital Painting I

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Recommended Course Preparation:** GDDM 53 with a minimum grade of C. ARTS 2A with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 45B - Digital Painting II

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Prerequisite:** GDDM 45A with a minimum grade of C.

**Recommended Course Preparation:** GDDM 53 with a minimum grade of C. ARTS 2A with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 50 - Graphic Design/Digital Media Fundamentals

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU, UC; C-ID# ARTS 250.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 51 - Color Theory

**3 units**

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 and creative and technical aspects of color. Students who have completed, or are enrolled in, ARTS 26 may not receive credit. 27 hours lecture, 81 hours laboratory. Transfer: CSU, UC; C-ID# ARTS 270.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 52 - Introduction to Typography

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU, UC.

**Recommended Course Preparation:** GDDM 54 with a minimum grade of C. GDDM 64 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 53 - Photoshop I

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Recommended Course Preparation:** GDDM 50 with a minimum grade of C and/or GDDM 51 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 54 - Illustrator I

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Recommended Course Preparation:** GDDM 50 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 55 - Web Design I

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Recommended Course Preparation:** GDDM 50 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 56 - Introduction to Graphic Design

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 57 - Branding and Identity Design

**3 units**

Students in this course will learn the process of brand development and implementation. From research and analysis through launch and governance, the course covers all aspects of the process and the best practices that build better brands. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Prerequisite:** GDDM 56 with a minimum grade of C. GDDM 53 with a minimum grade of C or GDDM 54 with a minimum grade of C .

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 58 - Photoshop II

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Prerequisite:** GDDM 53 with a minimum grade of C.

**Recommended Course Preparation:** GDDM 50 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 59 - Illustrator II

**3 units**

Students in this course will use advanced features in Adobe Illustrator to create a number of illustrations with an emphasis on visual storytelling and development of personal style. Students will learn how to incorporate raster images, apply filters, explore the color guide, and utilize the perspective tool for developing stylistic effects. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Prerequisite:** GDDM 54 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 60 - Creative Portfolio Development & Self Promotion

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Recommended Course Preparation:** GDDM 55 with a minimum grade of C. GDDM 53 with a minimum grade of C. GDDM 54 with a minimum grade of C. GDDM 64 with a minimum grade of C. Transfer: CSU.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 62 - Web Design II

**3 units**

Develop technical and design skill needed to for the creation of of web sites including user interface considerations for desktop and mobile devices using Cascading Style Sheets. Emphasis placed on functional, logical, attractive, accessible and appropriate web site design for the client and end-user. Topics include techniques and tools required to format text, create animations and other content for the web. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Prerequisite:** GDDM 55 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 63 - Website/Multimedia Production

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Prerequisite:** GDDM 55 with a minimum grade of C and/or GDDM 62 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 64 - InDesign I

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Recommended Course Preparation:** GDDM 50 with a minimum grade of C. GDDM 52 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 65 - Elect Prepress/Print Prod

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Recommended Course Preparation:** GDDM 64 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 67 - InDesign II

**3 units**

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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Prerequisite:** GDDM 64 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 68 - Creative Portfolio Preparation

**3 units**

Students in this class will revise and develop their existing body of work to be portfolio quality. Students will also create new works 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. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

**Prerequisite:** GDDM 53 with a minimum grade of C or GDDM 54 with a minimum grade of C or GDDM 64 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP

## GDDM 70 - Photoshop and Lightroom for Photographers

**3 units**

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. 27 hours lecture, 81 hours laboratory. AA/AS GE: III. Transfer: CSU.

**Recommended Course Preparation:** PHTO 56 with a minimum grade of C.

- Credit - Degree Applicable
- Grading Option: Letter or P/NP