

# GRAPHIC DESIGN AND DIGITAL MEDIA

## 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 Pass/No Pass

### 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 Pass/No Pass

### 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 Pass/No Pass

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

#### 0.5 - 2 units

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

- Credit - Degree Applicable
- Grading Option: Letter or Pass/No Pass

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

#### 3 units

In The Design Shop, students create works for clients on the Las Positas College campus in an agency environment, acting as project managers, art directors, designers, and production artists. Students work one-on-one or in a team with the client while refining leadership and organizational skills to produce final designs to client standards. 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 Pass/No Pass

### 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 Pass/No Pass

### 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 Pass/No Pass

### GDDM 50 - Introduction to Adobe Digital Tools

#### 3 units

Introduction to fundamental practices of digital art production using contemporary digital tools. Learn how Adobe Creative Cloud applications are used in graphic design, packaging design and web design. Students will use Photoshop, Illustrator, InDesign and other software to create a variety of projects including branding, packaging, advertising, and websites. 27 hours lecture, 81 hours laboratory. Transfer: CSU, UC; C-ID# ARTS 250.

- Credit - Degree Applicable
- Grading Option: Letter or Pass/No Pass

### 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 Pass/No Pass

### GDDM 52 - Introduction to Typography

#### 3 units

An Introduction to typography for visual communications in the graphic design industries. The class emphasizes the use of typography in the design process, including aspects of analytical and creative design through typical media, for example: a brochure, poster, or magazine ad. Considering typographic graphic design projects for traditional and emerging technologies. Students explore the evolution and classification of letterforms from ancient to contemporary, and feature the investigation of structure, format, legibility, and expression. Exercises include both hand and digital skills, with an emphasis on the application of typography. 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 Pass/No Pass

### **GDDM 53 - Adobe Photoshop I**

#### **3 units**

Learn to use Adobe Photoshop at the introductory level 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 Pass/No Pass

### **GDDM 54 - Adobe Illustrator I**

#### **3 units**

Use the latest version of Adobe Illustrator to create technical and artistic illustrations in different styles. 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 Pass/No Pass

### **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 an 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 Pass/No Pass

### **GDDM 56 - Introduction to Graphic Design**

#### **3 units**

Learn how basic elements such as dots, lines, shapes, color, value, texture are employed to create 2-dimensional designs. The course will explore how to apply design principles and conventions to create effective visual communications pieces. Students will create designs using manual techniques and digital tools. Students will also prepare their works for presentation and be able to discuss and analyze designs for their effectiveness. 27 hours lecture, 81 hours laboratory. Transfer: CSU.

- Credit - Degree Applicable
- Grading Option: Letter or Pass/No Pass

### **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.

## **2 Graphic Design and Digital Media**

**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 Pass/No Pass

### **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 Pass/No Pass

### **GDDM 59 - Adobe 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 Pass/No Pass

### **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 present to 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 Pass/No Pass

### **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 Pass/No Pass

### **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 Pass/No Pass

## **GDDM 64 - Adobe InDesign I**

### **3 units**

Introductory level course in page design and layout using 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 design 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 Pass/No Pass

## **GDDM 67 - Adobe InDesign II**

### **3 units**

Students will learn to use InDesign to create layouts ready for digital publishing as well as traditional publishing using industry standard best practices. Students will create content for multiple publishing outputs such as interactive PDFs, EPUBS, and websites 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 Pass/No Pass

## **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. Transfer: CSU.

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

- Credit - Degree Applicable
- Grading Option: Letter or Pass/No Pass