

# 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 hours, Total Lab 54 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 hours, Total Lab 54 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 hours, Total Lab 54 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 hours, Total Lab 54 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 hours, Total Lab 54 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 hours, Total Lab 54 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: Business and Technology  
DEPARTMENT: Graphic Design & Multimedia  
DEAN: Mina Jahan  
DIVISION CHAIR: Curtis Pembrook  
DEPT CHAIR: Mark Garrett  
PHONE: 408-855-5293  
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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 65 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 • Web Designer
- Graphic Designer • Illustrator
- Jr. Art Director

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

### Digital Illustration - Certificate of Achievement

This interdisciplinary certificate program provides the basic skills for students interested in the field of digital illustration. 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 many illustrators work on a contract or freelance basis.

Core Curriculum Courses (Required)	Units
ART 031A .....Beginning Drawing .....	3.0
.....or	
ART 031B .....Intermediate Drawing .....	3.0
ART 034A .....Introduction to Digital Art .....	3.0
GRART 064 .....Introduction to Adobe Photoshop .....	3.0
.....or	
GRART 068 .....Advanced Adobe Photoshop .....	3.0
GRART 062 .....Introduction to Adobe Illustrator .....	3.0
.....or	
GRART 066 .....Advanced Adobe Illustrator .....	3.0
GDES 085 .....Professional Portfolio and Design .....	2.0
<b>Plus additional course(s) required from the following to bring your total to a minimum of 17 units:</b>	
ART 031A .....Beginning Drawing .....	3.0
ART 031B .....Intermediate Drawing .....	3.0

# GRAPHIC DESIGN & MULTIMEDIA

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ART 034B	.....Advanced Digital Art .....	3.0
GRART 064	.....Introduction to Adobe Photoshop .....	3.0
GRART 068	.....Advanced Adobe Photoshop .....	3.0
GRART 062	.....Introduction to Adobe Illustrator .....	3.0
GRART 066	.....Advanced Adobe Illustrator .....	3.0
GDES 035	.....Introduction to Computer Graphic Design .....	3.0
GDES 037	.....Intermediate Computer Graphic Design .....	3.0
GDES 039A	.....Introduction to Computer Animation .....	3.0
GDES 050	.....Graphic Design Presentation and .....	
	.....Illustration Techniques .....	3.0
GDES 073	.....Digital Photography .....	3.0
<b>Total Program Certificate Requirements:</b>	<b>.....</b>	<b>17.0</b>

## Creative Arts Entrepreneurship - Certificate of Achievement

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>.....</b>	<b>16.0</b>

## E-Commerce - Certificate of Achievement

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 .....	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

**Total Program Certificate Requirements:..... 28.0**

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 of Achievement

This award winning program provides opportunities for the student to develop fluency in contemporary graphic design issues and techniques. The emphasis of the program is on increasing the students' creative problem-solving abilities along with an introduction to design techniques and principals to provide the basic skills necessary to enter this growing, professional field. Opportunities exist in advertising, corporate communication, retail businesses, and publishing among others. Typical careers areas include: graphic design, illustration, package design, marketing communication, display design, typography and page layout, brand identity, logo design, photo editing and web page design among others.

Core Curriculum Courses (Required)	Units	
ART 033A	.....Basic Design: Two-Dimensional .....	3.0
GDES 035	.....Introduction to Computer Graphic Design .....	3.0
GRART 062	.....Introduction to Adobe Illustrator .....	3.0
	.....or	
GRART 066	.....Advanced Adobe Illustrator .....	3.0
GRART 063	.....Introduction to Adobe InDesign .....	3.0
	.....or	
GRART 067	.....Advanced Adobe InDesign: Portfolio .....	3.0
GRART 064	.....Introduction to Adobe Photoshop .....	3.0
	.....or	
GRART 068	.....Advanced Adobe Photoshop .....	3.0
GDES 045	.....Web Page Design with XHTML .....	3.0
GDES 060	.....Page Layout and Typography .....	3.0
GDES 070	.....User Experience & Multimedia Design .....	3.0
GDES 055A	.....Graphic Design-Image and Promotion .....	3.0
GDES 055B	.....Advanced Topics in Graphic Design-The Agency .....	3.0

# GRAPHIC DESIGN & MULTIMEDIA

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GDES 085 .....Professional Portfolio and Design .....	2.0
<b>Plus additional course(s) required from the following to bring your total to a minimum of 33 units: .....</b>	
ART 031A .....Beginning Drawing .....	3.0
GDES 011 .....The History of Modern Design .....	3.0
GDES 037 .....Intermediate Computer Graphic Design .....	3.0
GDES 046 .....Intermediate Web Design with Dreamweaver and CSS .....	3.0
GDES 047 .....Web Animation .....	3.0
GDES 080 .....Packaging Design .....	3.0
GDES 074 .....Digital Video Production with Final Cut Pro .....	3.0
GDES 081 .....Motion Graphics with After Effects .....	3.0
GDES 073 .....Digital Photography .....	3.0
GDES 039A .....Introduction to Computer Animation .....	3.0
GDES 013 .....Creativity and Visual Communication .....	3.0
GRART 068 .....Advanced Adobe Photoshop .....	3.0
ART 033B .....Basic Design: Three-Dimensional .....	3.0
ART 034A .....Introduction to Digital Art .....	2.0
GRART 050 .....Exploring Careers in Graphic Arts .....	3.0
GDES 029 .....Careers in Visual Communication .....	2.0
<b>Total Units .....</b>	<b>33.0</b>

## Marketing Communication - Certificate of Achievement

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 077Design of Technical Publications.....	3.0
GRART 050 .....Exploring Careers in Graphic Arts .....	3.0
<b>Plus an additional course(s) required from the following to bring your total to a minimum of 27 units. ....</b>	
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 of Achievement

Multimedia, in its most basic form, can be thought of as applications that bring together multiple types of media (text, illustrations, photos, sounds, voice) in an interactive manner. The potential for our students is 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 communication. This program prepares students to enter the multimedia design field as entry level presentation designers, interactive kiosk designers, graphic designers, content developers, e-book designers or interactive game designers and developers. Other opportunities might include the design of interactive marketing presentations, interactive learning products, scientific visualizations, architectural renderings and walk-throughs, content management, 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
GDES 035 .....Introduction to Computer Graphic Design .....	3.0

.....Or	
GDES 037 .....Intermediate Computer Graphic Design .....	3.0
GRART 064 .....Introduction to Adobe Photoshop .....	3.0
GDES 070 .....User Experience & Multimedia Design .....	3.0
GDES 045 .....Web Page Design with XHTML .....	3.0
GDES 047 .....Web Animation .....	3.0
CA 046D .....Introduction to Microsoft PowerPoint .....	1.0
MUSIC 081 .....Digital Music Production I .....	3.0
GDES 074 .....Digital Video Production with Final Cut Pro .....	3.0
.....Or	
GDES 081 .....Motion Graphics with After Effects .....	3.0
GDES 085 .....Professional Portfolio and Design .....	2.0
<b>Plus additional course(s) required from the following to bring your total to a minimum of 25 units: .....</b>	
GDES 072 .....Information Architecture and Interface .....	2.0
GDES 055A .....Graphic Design-Image and Promotion .....	3.0
GDES 060 .....Page Layout and Typography .....	3.0
GRART 062 .....Introduction to Adobe Illustrator .....	3.0
GRART 068 .....Advanced Adobe Photoshop .....	3.0
GDES 048 .....Intermediate Web Animation .....	3.0
GDES 081 .....Motion Graphics with After Effects .....	3.0
GDES 073 .....Digital Photography .....	3.0
GDES 046 .....Intermediate Web Design with .....	
.....Dreamweaver and CSS .....	3.0
GDES 039A .....Introduction to Computer Animation .....	3.0
ART 033A .....Basic Design: Two-Dimensional .....	3.0
ART 034A .....Introduction to Digital Art .....	3.0
CA 046E .....Intermediate Microsoft PowerPoint .....	1.0 3.0
<b>Total Program Certificate Requirements:.....</b>	<b>25.0</b>

## Video Game Art and Design - Certificate of Proficiency

Video game designers are a core member of video game development teams. They design and track the game development efforts to be held to the standards laid out in the overall design documents. Game designers act as the bridge and communicator between the diverse departments that build video games, such as programming, art, technical arts, audio, and marketing.

Core Courses	Units
GDES 043A .....Digital Character Animation .....	3.0
CIS 043 .....Software Development With Java .....	4.0
<b>Select one (1) from the following: .....</b>	
ART 031A .....Beginning Drawing .....	3.0
ART 033A .....Basic Design: Two-Dimensional .....	3.0
ART 034A .....Introduction to Digital Art .....	3.0
<b>Select one (1) pair from the following to total six units: .....</b>	
GDES 039A .....Introduction to Computer Animation .....	3.0
GDES 039B .....Intermediate Computer Animation .....	3.0

.....Or	
GDES 082 .....Game Design and Architecture .....	3.0
GDES 082B .....Intermediate Game Design .....	3.0
<b>Total Program Certificate Requirements:.....</b>	<b>16.0</b>

## Web Design - Certificate of Achievement

This program is intended to provide the necessary basic technical and creative skills for those planning to enter this rapidly growing field of visual communication. The program will prepare students to enter the web design field as entry level web designers, graphic designers, content developers, and information architects. Other examples where students might find employment using their creative problem-solving and design skills might include website development, design and illustration of electronic magazines and books, design of interactive marketing presentations, or the design of interactive learning products. 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 web design and content development, which is a specialized aspect of multimedia design.

Core Curriculum Courses (Required)	Units
GDES 035 .....Introduction to Computer Graphic Design .....	3.0
GRART 064 .....Introduction to Adobe Photoshop .....	3.0

# GRAPHIC DESIGN & MULTIMEDIA

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GDES 045	.....Web Page Design with XHTML .....	3.0
GDES 046	.....Intermediate Web Design with Dreamweaver .....	
	.....and CSS .....	3.0
GDES 047	.....Web Animation .....	3.0
GDES 060	.....Page Layout and Typography .....	3.0
GDES 070	.....User Experience & Multimedia Design .....	3.0
GDES 085	.....Professional Portfolio and Design .....	2.0

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

GRART 062	.....Introduction to Adobe Illustrator .....	3.0
GDES 055A	.....Graphic Design-Image and Promotion .....	3.0
ART 034A	.....Introduction to Digital Art .....	2.0
GDES 037	.....Intermediate Computer Graphic Design .....	3.0
GDES 072	.....Information Architecture and Interface .....	2.0
ART 033A	.....Basic Design: Two-Dimensional .....	3.0
ART 037A	.....Introduction to Computer Animation .....	3.0
GDES 060	.....Page Layout and Typography .....	3.0
BUS 086	.....Building Business Websites .....	3.0
CIS 043A	.....Introduction to Java Programming .....	1.0
GDES 074	.....Digital Video Production with Final Cut Pro .....	3.0
MKT 084	.....Internet Marketing .....	3.0
GDES 048	.....Intermediate Web Animation .....	3.0

**Total Program Certificate Requirements:.....24.0**

## Webmaster - Certificate of Achievement

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 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 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 18 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 18 hours, Total Lab 27 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 18 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 18 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 18 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.*

# GRAPHIC DESIGN & MULTIMEDIA

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## 029 • CAREERS IN VISUAL COMMUNICATION

2.0 units

Total Lecture: 18 hours, Total Lab 54 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.

## 034 • ANIMATION FOR SCIENTIFIC SIMULATION

3.0 units

Total Lecture: 36 hours, Total Lab 54 hours  
Advisory: GDES 037, ART 034A, GDES 047, MATH 000B, Eligibility for ENGL 001A and READ 053.

This course introduces the student to the collaborative process of developing visual animation to represent scientific and engineering data in a computer generated 3D environment. Pass/No Pass Option.

## 035 • INTRODUCTION TO COMPUTER GRAPHIC DESIGN

3.0 units

Total Lecture: 36 hours, Total Lab 54 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 hours, Total Lab 54 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

## 037 • INTERMEDIATE COMPUTER GRAPHIC DESIGN

3.0 units

Total Lecture: 36 hours, Total Lab 54 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.

## 039A • INTRODUCTION TO COMPUTER ANIMATION

3.0 units

Total Lecture: 36 hours, Total Lab 54 hours

Advisory: CA 011, Eligibility for ENGL 001A and READ 053

Prerequisite: ART 034A, ART 035A.

This is an introductory course to computer animation. Students learn animation techniques using 3D modeling and animation software, including texture mapping and lighting effects. Students analyze the historical and contemporary trends in computer animation films. Pass/No Pass Option.

## 039B • INTERMEDIATE COMPUTER ANIMATION

3.0 units

Total Lecture: 36 hours, Total Lab 54 hours

Advisory: Recommend GDES 039A

Acceptable for credit: 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 hours, Total Lab 54 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.

## 043A • DIGITAL CHARACTER ANIMATION

3.0 units

Total Lecture: 36 hours, Total Lab 54 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.

## 045 • WEB PAGE DESIGN WITH XHTML

3.0 units

Total Lecture: 36 hours, Total Lab 54 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.

## 046 • INTERMEDIATE WEB DESIGN WITH DREAMWEAVER AND CSS

3.0 units

Total Lecture: 36 hours, Total Lab 54 hours

Advisory: GDES045, Eligibility for ENGL 001A and READ 053

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 technologies. A basic understanding of computer system operation is required. This course may be offered via distance learning. Pass/No Pass Option.

## 047 • WEB ANIMATION

3.0 units

Total Lecture: 36 hours, Total Lab 54 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 operation is assumed. May be repeated one time. Pass/No Pass Option.

## 048 • INTERMEDIATE WEB ANIMATION

3.0 units

Total Lecture: 36 hours, Total Lab 54 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.

# GRAPHIC DESIGN & MULTIMEDIA

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

## **049 • DREAMWEAVER, JQUERY, WORDPRESS AND CMS 3.0 units**

*Total Lecture: 36 hours, Total Lecture 54 hours*  
*Advisory: CA 088A, GDES 046, Eligibility for ENGL 001A and READ 053*  
*Acceptable for credit: California State University*

This advanced web design and development class uses Dreamweaver and content management systems such as WordPress and Drupal to build dynamic websites. PHP and MySQL are also utilized. This course may be offered via distance learning. *Pass/No Pass Option.*

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

*Total Lecture: 36 hours, Total Lecture 54 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 hours, Total Lecture 54 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 hours, Total Lecture 54 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 • PAGE LAYOUT AND TYPOGRAPHY 3.0 units**

*Total Lecture: 36 hours, Total Lecture 54 hours*  
*Advisory: GDES 035, Eligibility for ENGL 001A and READ 053*  
*Acceptable for credit: California State University*

This is a foundation course for graphic designers. The focus of the course is on developing an understanding of the basic principles of page layout and typography along with a working knowledge of appropriate software such as Adobe Indesign, and creating artwork for inclusion in a portfolio. Practical design projects examine the interaction of form and message, with emphasis on fundamental theory, i.e., elements, principles, and attributes of typographical and layout design. This course assumes basic understanding of computer systems. *Pass/No Pass Option.*

## **070 • INTRODUCTION TO MULTIMEDIA DESIGN 3.0 units**

*Total Lecture 36.0 hours, Total Lecture 54 hours*  
*Acceptable for credit: University of California, 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 demonstrate their knowledge of the software and multimedia Principles through a series of hands-on exercises and projects. *This course may be offered via distance learning. Pass/No Pass Option.*

## **071 • INTERMEDIATE MULTIMEDIA DESIGN 3.0 units**

*Total Lecture: 36 hours, Total Lecture 54 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 hours, Total Lab 27 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 hours, Total Lab 54 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 is 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. Students also critically evaluate photographic images according to the principles of photographic theory. 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. Students must have access to a digital camera. *This course may be offered via distance learning. Pass/No Pass Option.*

## **074 • DIGITAL VIDEO PRODUCTION WITH FINAL CUT PRO 3.0 units**

*Total Lecture: 36 hours, Total Lab 54 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 hours, Total Lab 54 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 hours, Total Lab 54 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.*

# GRAPHIC DESIGN & MULTIMEDIA • HEALTH EDUCATION

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

## 081 • MOTION GRAPHICS WITH AFTER EFFECTS 3.0 units

Total Lecture: 36 hours, Total Lab 54 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 hours, Total Lab 54 hours  
Advisory: CA 011, Eligibility for ENGL 001A and READ 053  
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. This course may be offered via distance learning. *Pass/No Pass Option.*

## 082B • INTERMEDIATE GAME DESIGN 3.0 units

Total Lecture: 36 hours, Total Lab 54 hours  
Advisory: GDES 039B, GDES 082, Eligibility for ENGL 001A and READ 053  
Acceptable for credit: California State University

This intermediate course focuses on teamwork in designing and building prototype video games. Student teams take initial game ideas and transform them into industry standard design documents. Student teams construct playable prototype examples, based on the game concept documentation. *Pass/No Pass Option.*

## 083 • DESIGNING WEBSITES FOR E-COMMERCE 3.0 units

Total Lecture: 36 hours, Total Lab 54 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: 18 hours, Total Lab 54 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 hours, Total Lab 54 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 hours  
Corequisite: GDES 039A

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

## HEALTH EDUCATION (H.ED)

DIVISION: Applied Science  
DEPARTMENT: Health Occupations  
DEAN: Danny Nguyen  
DIVISION CHAIR: Janice Morgan  
PHONE: 408-855-5397  
COUNSELING: Dr. Carol Beck  
PHONE: 408-855-5030

The following Health Education courses satisfy the State Board of Education requirements for certification of Elementary and Secondary Teaching Credentials in the areas of personal, family, and community health, including the effects of alcohol, tobacco, dangerous drugs and narcotics on the human body and thus are transferable to state colleges and universities to meet the above-mentioned teaching credential requirements.

Student Learning Outcomes:

Upon completion of courses in Health Education students will:

1. Identify and define dimensions of health/wellness.
2. Demonstrate theoretical knowledge and awareness of implementing healthy lifestyle behaviors.
3. Identify strengths and weaknesses involved their own health/wellness lifestyle and identify behaviors to improve their own health/wellness lifestyle.
4. Demonstrate the ability to provide first aid and CPR to adult victims.

Students will be assessed through examinations, quizzes, written reports, practical exercises, and skills demonstrations.

## HEALTH EDUCATION (H.ED)

### 002 • HEALTH AND LIFESTYLE 3.0 units (2 A,B,C,D,E,F • HEALTH & LIFESTYLE) (0.5 unit each)

Total Lecture: 54 hours, 9 hours  
Advisory: MATH 900

Acceptable for credit: University of California, California State University

This course is designed to provide the student with learning experiences that will lead to a better understanding of the concept of a healthy lifestyle. The emphasis is on changing unhealthy behaviors to healthy ones. Major topics covered in class are: understanding behavior and change, cardiovascular health, fitness, nutrition and weight control, stress, drug and alcohol abuse, self-care and the use of the health care system. *NOTE: This course may also be taken in modules. Pass/No Pass Option.*

### 004 • STANDARD FIRST AID 0.5 unit

Total Lecture: 9 hours

Acceptable for credit: University of California, California State University

The American Red Cross Workplace Standard First-Aid course is a first aid and cardiopulmonary resuscitation (CPR/AED) training program to prepare individuals to respond to injuries and sudden illness that may arise in the workplace. This course covers the use of AED's (automated external defibrillators) and has scenarios to facilitate discussion of appropriate care in first aid emergencies. Participants will receive American Red Cross certificates in Adult CPR/AED and First-Aid. May be repeated two times. *Materials Fee. Pass/No Pass Option.*

### 009 • DRUG ABUSE AND HUMAN DISEASE 2.0 units

Total Lecture: 36.8 hours

Advisory: MATH 900

Acceptable for credit: California State University

Drug Abuse and Human Disease is a course designed to develop knowledge, attitudes and behavior patterns that contribute to a better understanding of: 1) the use and misuse of drugs, alcohol and tobacco in our society; and 2) people as they relate to their environment in the areas of disease, mental health, population and environmental health. *Pass/No Pass Option.*