

LOS MEDANOS COLLEGE

ARTICULATION AGREEMENT

DATE DRAFTED: April 26, 2022

VALID ACADEMIC YEARS: FA22-SP24

LMC COURSE: ART-015 Graphic Design

HIGH SCHOOL COURSE: ROP Graphic Design 1 & 2

School: Freedom High School

Address: 1050 Neroly Road Oakley, CA 94561

A. COLLEGE COURSE DESCRIPTION: Studies and practice in two dimensional graphic design with emphasis on the definition, research and solution of applied design problems. Special emphasis will be placed on conceptualizing and integrating visual and verbal information into unified communication concepts. Course work will explore career areas within the graphic communications industry, and will include portfolio preparation, job search and professional practices in the business world. Course assignments progressively develop the skills necessary to develop, visualize and execute concepts as finished art.

B. UNITS: 3

C. PRE-REQUISITES: NA

D. HIGH SCHOOL CLASS DESCRIPTION:

This course is for serious design students interested in pursuing a career in Graphic Design. Students will further develop works based on basic design principles, experiment with different materials, solve design problems and create a variety of projects related to design. ROP Graphic Design 2 is a year long advanced level design course which is articulated with LMC. Students will further develop industry standard digital design skills in Adobe Photoshop, Illustrator and InDesign. Students will also work with traditional media in class and at home.

Students are encouraged to work on images that serve a function in the real world and are asked to seek clients for some design projects. Graphic Design 1 is a prerequisite for Graphic Design 2. The California State Standards for Visual and Performing Arts and CTE will be applicable in this course. This course fulfills the CSU/UC admission requirement for fine art as a college prep class.

E. REQUIRED CONTENT FOR ARTICULATION:

The student will: Apply the principles of design to the creation of a CD cover, menu, typographic portrait, historical styles poster, vintage travel poster, color theory poster, various design exercises and a collaborative publishing project. They will also design their own typeface, experiment with effects in both Photoshop and Adobe Illustrator and study the business of free-lance design. They will design their own letterhead, business card and logo to create a brand. Students will also learn the importance of copyright law, fair usage and the printing process.

F. COURSE OBJECTIVES

1. To identify and apply the Elements and Principles of Design-line, color, shape, form, space and texture-balance, proportion, movement, emphasis, variety, harmony, unity

- The line project
- The Grid project
- The word texture project
- The Color Theory Poster
- The Principles Power Point presentation

2. To recognize and define the stylistic characteristics of the major design styles of art history from Broadsides to Post-Modernism
 - The History of Graphic Design Essay
 - The History poster project
 - The Travel Poster Project
3. To create print design solutions for industry based challenges.
 - The logo project
 - The Business package (business card, letterhead and envelope)
 - The Flowchart
 - The Annotated Poster
4. To explore typographic design problems by researching and developing a unique typeface and other creative endeavors with type.
 - The Typeface design Project
5. To understand the vocabulary and interface for Photoshop
 - The masking tool project
 - The cloning tool project
 - The warp filters and their use in the CD Design project
 - Raster images and resolutions
 - The layer panel
6. To understand the vocabulary and interface for Adobe Illustrator
 - Vector images
 - Pattern making in the Principles of Design Power Point
 - The Shape Builder tool
 - The Pen Tool project
7. To understand the importance of copyright issues and fair use law
 - On-going discussions in class
8. To apply industry protocol for communicating with clients in the real world
 - The logo project
 - The Science Fiction collaboration
 - The Business Package Project
 - The teacher trifold brochure
 - The Movie Poster
9. Explore careers and colleges that focus on Arts, Media and Entertainment
Field trips to Disney Family Museum, SFMOMA, EA Games and Sports, Zynga, Comcast Sportsnet, Dreamworks, Pixar, Career Night, and presentations from College of Expressions and Academy of Art University

G. REQUIRED COMPETENCIES (PERFORMANCE OBJECTIVES) FOR ARTICULATION:

1. To identify and apply the Elements and Principles of Design (-line, color, shape, form , space and texture, -balance, proportion, movement, emphasis, variety, harmony, unity)
2. To recognize and define the stylistic characteristics of the major design styles of art history from Broadsides to Post-Modernism
3. To create print design solutions for a menu, CD cover, poster, business card, flowchart, and letterhead using the principles of design.
4. To explore typographic design problems by researching and developing a unique typeface and other creative endeavors with type.
5. To understand the importance of copyright issues and fair use law
6. To understand the vocabulary and interface with Adobe Illustrator and Photoshop
7. To develop an understanding of business appropriate communication and file management.
8. Create a digital portfolio suitable for application to an advanced program or entry level position.

H. METHODS FOR END OF COURSE ASSESSMENT:

Credit by exam: Students must receive a grade of "B" or better on the final exam and LMC approval on the digital portfolio.

H. TEXTBOOKS OR OTHER SUPPORTING MATERIALS

Brainard, A Design Manual, 4th Ed., 2006
Pipes, Introduction to Design, 2nd Ed., 2009
Landa, Graphic Design Solutions, 4th Ed., 2011
Alspach, Adobe Illustrator CS5 Bible, 2010
Salfer and Cahill, Why Design? 1995
Hollis, Graphic Design A Concise History, 2005

I. PROCEDURES AND/OR CRITERIA FOR COURSE ARTICULATION:

(all of the following must be met)

1. Students **must apply** to Los Medanos College and register in **CATEMA** in order to receive credit recommendations by their high school teacher.
2. Students **must be recommended** for credit by their high school teacher in **CATEMA**. *Teachers recommend credit at their discretion.*
3. Students **must complete** the Graphic Design 1 & 2 classes at Freedom High School with an overall grade of "B" or better.
High school/Adult Ed. teachers will enter this grade in CATEMA.
4. Students **must earn** a "B" or better on the agreed upon college/high school final exam procedure.
High school/Adult Ed. teachers will enter this exam grade in CATEMA.
5. Articulated college credit may only be recommended by the high school teacher and received by the student **within the academic year** in which it was earned.
6. Upon completion of the above, the student will receive on his/her LMC and CCCCD (California Community College District) transcript the units of credit for LMC's **ART-015 "Graphic Design"** course.
7. College transcripts will reflect the **FINAL EXAM GRADE** earned and will be notated as *Credit by Exam.

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Natalie Hannum (Jun 1, 2022 06:22 PDT)

Natalie Hannum
LMC Vice President of Instruction**HIGH SCHOOL/ROP/DISTRICT SIGNATURES**Lauren Kelly

Lauren Kelly (Jun 1, 2022 07:48 PDT)

Lauren Kelly
Principal, Freedom High SchoolAprill Nogarr

Aprill Nogarr (May 13, 2022 10:51 PDT)

Aprill Nogarr
LMC Dean of Instruction (Interim), Art & HumanitiesKen Alexander

Ken Alexander (May 2, 2022 15:26 PDT)

Ken Alexander
LMC Art Department Chair

Date

Date

Date

Date

Date

Date

Date

Date

Erik Faulkner

Erik Faulkner (Jun 1, 2022 09:26 PDT)

Erik Faulkner
LUHSD Associate Superintendent, Educational ServicesDan HanelDan Hanel
Coordinator, College & Career ReadinessLori ButlerLori Butler
High School Instructor

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Final Audit Report

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