LOS MEDANOS COLLEGE

ARTICULATION AGREEMENT

LMC COURSE: ART-015 Graphic Design

HIGH SCHOOL COURSE: 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. 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.

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

E. **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.

F.   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.

G. PROCEDURES AND/OR CRITERIA FOR COURSE ARTICULATION:

1. Complete Graphic Design 1 & 2 courses at Freedom High School with a grade of "B" or better.
2. Receive a "B" or better on the agreed upon college/high school final exam procedure.
3. Be recommended for credit by the high school teacher.
4. Apply for admission at Los Medanos College.
5. Register for CATEMA for electronic recommendation of college credit **within the academic year in which credit 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 course.
7. College transcripts will reflect the **FINAL EXAM GRADE** earned and will be notated as *Credit by Exam.

Distance Learning Circumstances:
Final Exam "Procedure" will still need to be fulfilled whether the high school class meets in person or moves to a distance learning platform. If the high school class moves to an online learning environment, all efforts will be made to enable students to earn college credit, however due to circumstances beyond the high school/college control, course content may not be able to be completed in order to fulfill the articulation agreement requirements.

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

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DATE DRAFTED: June 24, 2020
VALID ACADEMIC YEARS: 2020-21 & 2021-22

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COLLEGE SIGNATURES

HIGH SCHOOL/ROP/DISTRICT SIGNATURES

_____
Natalie Hannum   Date
LMC Vice President of Instruction

_____
Kelly Manke   Date
Principal, Freedom High School

_____
Ryan Pedersen   Date
LMC Dean of Mathematics (Acting Dean for Liberal Arts)

_____
Erik Faulkner   Date
District Associate Superintendent, Educational Services

_____
Curtis Corlew   Date
LMC Art Department Chair

_____
Lori Butler   Date
High School Instructor

_____
Rebecca Talley   Date
LMC Faculty