COURSE INFORMATION FORM

DISCIPLINE: Graphic Design
COURSE TITLE: Introduction to Graphic Arts

CR.HR 3  LECT HR. 3  LAB HR.  CLIN/INTERN HR.  CLOCK HR. 

CATALOG DESCRIPTION
Recommended for majors and non-majors interested in the Graphic Arts field. Introduction to the graphic arts industry, historical aspects, trends, process, production methods from design through bindery, expectations and careers in the field.

PREREQUISITES
None

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)
Upon completion of this course, the student will be able to:

1. Describe a general printing industry overview including data about size, scope and employment within the industry.
2. Describe the graphic design process.
3. Describe current equipment and software used in graphic media.
4. Explain the importance of the process color theory and explain the role paper, ink, and viewing conditions play in the perception of color.
5. Describe basic components of traditional and digital graphic media, proofing and output options.
6. Describe a working knowledge of five major printing processes and their typical work-flows.
7. Identify the differences and similarities between the major printing processes in use today.
8. Describe the different types of papers and the components of inks.
9. Identify different binding and finishing methods.

GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

Outcomes ESO
PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

1. Integrate and articulate knowledge of the graphic communications process and industry.

2. Demonstrate interpersonal skills, communication and time management skills.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes may be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Written evaluations including exams, quizzes, assignments and participation in class discussions. (ESO: 1-9)
2. Mid-Term Exam (ESO: 1-9)
3. Final Exam (ESO: 1-9)
4. Facility Tours and Demonstrations (ESO 1-9)
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Industry Overview
   A. Graphic Arts defined
   B. Graphic arts in a free enterprise system
   C. Printing industry overview
   D. Primary occupations

II. Safety and Health

III. Measurement

IV. Graphic Media
   A. Color Science
   B. Digital Image Capture
   C. Color Management
   D. Proofing & Output

V. Printing
   A. Lithography
   B. Gravure
   C. Flexography
   D. Screen
   E. Digital

VI. Substrates & Ink

VII. Finishing & Bindery
   A. Stitching
   B. Folding
   C. Cutting
   D. Others

VIII. The Business of Printing & Careers in the Graphic Arts