South Central College

GCC 1100*  Introduction to Graphic Communications (Copy)

Common Course Outline

Course Information

Description  This is an exploratory course covering many aspects of Graphic Communications. Hands-on projects will acquaint the learner with the various processes that encompass what graphic communications means to the general population. History of graphic communications, industry jargon, industry tours and guest speakers are also part of this course. (Prerequisites: None)

Total Credits  4.00
Total Hours  96.00

Types of Instruction

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<td>Lecture</td>
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<td>Lab</td>
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Pre/Corequisites

Prerequisite  None

Institutional Core Competencies

Teamwork and problem-solving: Students will demonstrate the ability to work together cohesively with diverse groups of persons, including working as a group to resolve any issues that arise.

Written and oral communication: Students will communicate effectively in a range of social, academic, and professional contexts using a variety of means, including written, oral, numeric/quantitative, graphic, and visual modes of communication.

Course Competencies

1  Illustrate the impact Graphic Communications and Design has on our lives.

   Learning Objectives
   Explore historical events within the graphic communications industry.
   Summarize the prevalence of design and graphic communications in our everyday lives.

2  Use Graphic Communications terminology and jargon.

   Learning Objectives
   Identify terms and jargon specific to graphic communications.
   Use graphic communications terminology.

3  Explore the laws concerning copyrights, trademarks, patents and postal regulations.
Learning Objectives
Explain specific laws as related to Graphic Communications.
Explain scenarios where copyrights are a protection to the Graphic Communications specialist.
Explain how the Graphic Communications worker is affected by postal regulations.

4 Research environmental factors/safety issues within the Graphic Communications industry.

Learning Objectives
Explain Right-to-Know information.
Interpret the information contained on a Materials Safety Data Sheet.
Use protective safety equipment.
Demonstrate safe work habits.

5 Accept responsibility for sustainability efforts in the Graphic Communications industry.

Learning Objectives
Explain the importance of sustainability within the digital environment.
Assume responsibility for recycling materials.
Discover ways to advance sustainability efforts within the labs.

6 Differentiate between the technical and business flow within the Graphic Communications industry.

Learning Objectives
Explore the job functions within the technical aspects of Graphic Communications.
Explore the job functions within the business aspects of Graphic Communications.
Relate how the workflow processes overlap between the two.

7 Develop Internet skills.

Learning Objectives
Identify Internet locations useful in Graphic Communications.
Research current Graphic Communications topics.
Use the Internet to help locate job and career opportunities.

8 Differentiate among various computer platforms.

Learning Objectives
Explain various computer operating systems.
Use the terminology associated with the hardware.
Identify the major components of a computer.

9 Perform design and page layout functions.

Learning Objectives
Create electronic layouts with proper margins and gutters.
Set type and position art in the desired location.
Proof various page layouts.

10 Summarize the prepress workflow process.

Learning Objectives
Outline steps within workflow software.
Prepare PDF file for proper output in workflow system.

11 Output files to various printing devices.

Learning Objectives
Utilize the Print Menu for system-level printing locations.
Work with various softwares for print settings and proper outputs.
Load paper and toner cartridges as necessary to the various laser printers.
Operate high-end output devices.

12 Perform various printing processes.

Learning Objectives
Explain the basic process of offset printing.
Operate an offset press with guidance.
Explain the screen printing process.
Perform screen printing process.
Explain pad printing process.
Perform pad printing process.

13 **Explore the various aspects of the bindery.**

Learning Objectives
List various bindery functions and equipment.
List possible duties and job opportunities within the bindery department.
Utilize bindery equipment in a safe manner at SCC.

14 **Design and build a web page using Hypertext Markup Language.**

Learning Objectives
Write HTML codes to produce text on a Web page.
Write HTML codes to produce graphics on a Web page.
Explain the major differences between Web page graphics/text and print media graphics/text.

15 **Create a computer animation.**

Learning Objectives
Create some basic animations.
Utilize and enhance type as an animation.
Utilize and enhance graphical elements.

16 **Utilize the network for saving files in the individual student folder.**

Learning Objectives
Discuss the hierarchical method of folders and files.
Develop organizational skills for filing electronic data.
Save files and supporting documents as instructed.

17 **Review Graphic Communications career opportunities.**

Learning Objectives
Identify Graphic Communications careers and opportunities.
Read and comprehend sources of job openings.

**SCC Accessibility Statement**
If you have a disability and need accommodations to participate in the course activities, please contact your instructor as soon as possible. This information will be made available in an alternative format, such as Braille, large print, or cassette tape, upon request. If you wish to contact the college ADA Coordinator, call that office at 507-389-7222.

Disabilities page [http://southcentral.edu/academic-policies/disability-rights.html](http://southcentral.edu/academic-policies/disability-rights.html)