



South Central College

# GCC 2110 Design & Illustration I

## Course Outcome Summary

### Course Information

<b>Description</b>	Students will learn planning procedures for advanced design, illustration and production principles on the board and in the use of various software. Projects may include brochure, package and logo design, variable data layouts, and product photography planning. Color, preflight, output and live industry work will also be covered in this course. The advanced use of industry-used software will be essential in all assignments. (Prerequisites: GCC 1210, GCC 1220)
<b>Total Credits</b>	4
<b>Total Hours</b>	112

### Types of Instruction

Instruction Type	Credits/Hours
Lecture	1/16
Lab	3/96

### Pre/Corequisites

GCC 1210 - Drawing for Graphic Designers

GCC 1220 - Graphic Software 2

### Institutional Core Competencies

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Cultural Competence - Students will be able to demonstrate an attitude of personal curiosity, a rising knowledge of cultures, and an evolving range of skills for living and working among others with other worldviews and ways of life.

### Course Competencies

#### 1. Demonstrate proper work habits.

##### Learning Objectives

Prepare assignments in a professional manner and in line with industry standards.

Meet project and assignment deadlines.

**2. Demonstrate project planning procedures.**

**Learning Objectives**

Demonstrate the use of thumbnail sketches.  
Demonstrate sketching techniques.  
Demonstrate comprehensives/mock-ups.

**3. Demonstrate proper page design.**

**Learning Objectives**

Properly position/align text and rules of page design.  
Properly position/align photographs and graphics.  
Adhere to common rules of design.

**4. Demonstrate proficiency with industry-used software for design and illustration.**

**Learning Objectives**

Utilize page layout software.  
Utilize vector software.  
Utilize raster software.  
Manipulate files for proper resolution and format.

**5. Explain variable data layouts.**

**Learning Objectives**

Create simple database files.  
Prepare sketches for items that will swop out in a layout.  
Create necessary files for variable data layout.

**6. Utilize digital equipment.**

**Learning Objectives**

Manipulate digital camera settings to produce digital files.  
Upload digital files to manipulate within industry software.  
Utilize scanners and scanner settings for converting analog objects to digital files.

**7. Output files to various devices.**

**Learning Objectives**

Utilize print settings within softwares for proper print settings and output.  
Operate high-end output devices.  
Maintain printing equipment for optimal performance.

**8. Explain planning procedures for photo shoot.**

**Learning Objectives**

Describe designers role as a photo stylist.  
Prepare sketches of photo shoot goals for layout.  
Evaluate comprehensives for the photo shoot.

**9. Use industry software for Preflighting.**

**Learning Objectives**

Use various software preflight features.  
Generate report features to determine file integrity.  
Perform troubleshooting procedures of problem files.

**10. Prepare folder structure and appropriate naming conventions.**

**Learning Objectives**

Set up and name files according to instructions.  
Prepare files with functional naming conventions.  
Store folders and files in various devices.

**11. Communicate project outcomes with a vendor (printer).**

**Learning Objectives**

Demonstrate knowledge of preparing files for service bureaus outputting.  
Explain and perform Preflight/File repair steps.  
Follow instructions to produce, modify or output files according to supplied criteria.

**12. Explain various backup methods.**

**Learning Objectives**

Use backup method to create backup/duplicate storage piece.  
Use file compression method for file transfer or storage.  
Explain various methods of file compression for backup purposes.  
Use backup method to restore files to a server location.

**SCC Accessibility Statement**

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Additional information and forms can be found at: [www.southcentral.edu/disability](http://www.southcentral.edu/disability)

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