



South Central College

GCC 2210 Design and Illustration 2

Course Outcome Summary

Course Information

Description	This course is a continuation of GCC 2110 - Design and Illustration 1. Students will work in a hands-on atmosphere with higher-level projects such as packaging layouts, multi-page layouts and large format printing. The advanced use of industry-used software will be essential in all assignments. (Prerequisites: GCC 2110 Design and Illustration 1)
Total Credits	4
Total Hours	112

Types of Instruction

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

Pre/Corequisites

GCC 2110 Design and Illustration 1

Institutional Core Competencies

Civic Engagement and Social Responsibility - Students will be able to demonstrate the ability to engage in the social responsibilities expected of a community member.

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.

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 proficiency with project planning procedures.

Learning Objectives

Prepare thumbnail sketches.

Sketch layouts and type.
Prepare comprehensives/mock-ups.

3. Demonstrate advanced ideation and techniques for page design.

Learning Objectives

Demonstrate advanced techniques with various layouts.
Manipulate type and graphics while observing underlying design principles.

4. Demonstrate mastery of industry-used software.

Learning Objectives

Utilize advanced tools and features for page layout software.
Utilize advanced tools and features within vector software.
Utilize advanced tools and features within raster software.
Optimize necessary files for various usages.

5. Perform variable data layouts.

Learning Objectives

Create database files with multiple fields.
Plan and create sketches for variable items.
Prepare 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. Prepare comprehensive and shoot in-house photo mock-up.

Learning Objectives

Gather props for photo shoot.
Prepare the product for photo shoot.
Set-up the photo with acetate guide and shoot.

9. Prepare for photo shoot.

Learning Objectives

Gather props and product for photo shoot.
Set-up shot in photo studio.
Review photo shoot with photographer.
Adjust photo shoot as necessary.

10. Use industry software for Preflighting.

Learning Objectives

Use various software preflight features.
Generate report features to determine file integrity.
Utilize workflow software to rasterize files for file integrity.

11. Prepare folder structure and appropriate naming conventions.

Learning Objectives

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

12. 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.

13. 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

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