



South Central College

## **GCC 2210 Design and Illustration 2**

### **Common Course Outline**

#### **Course Information**

<b>Description</b>	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)
<b>Total Credits</b>	4
<b>Total Hours</b>	112

#### **Types of Instruction**

<b>Instruction Type</b>	<b>Credits/Hours</b>
Lecture	1/16
Lab	3/96

#### **Pre/Corequisites**

Prerequisite	GCC 2110
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#### **Institutional Core Competencies**

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

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 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. 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.

**13. 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.

**14. Articulate business attributes for freelance work.**

**Learning Objectives**

Identify expenses of a freelance graphic designer.  
Prepare estimate for a graphics project.  
Calculate hours, supplies and materials for a graphics project.  
Prepare invoice of a graphics project.