

# PRINTING AND PUBLISHING (204)

## **204-100 - Image Editing**

Introduces basic electronic pixel-based image manipulation using Adobe Photoshop software. Builds on the student's required skills of using a computer and its operating system to manage files, present and edit digital images. Basic computer skills, internet access, and access to the current version of Adobe Creative Suite software required for course.

2 Credit hours

18 Lecture hours

36 Lab hours

## **204-102 - Vector Illustration 1**

Uses Adobe Illustrator, a Postscript-compatible, vector-based drawing program, to aesthetically design documents for print, illustration, layout and multimedia projects including Web, print and animation. Basic computer skills, internet access, and access to the current version of Adobe Creative Suite software required for course. Credit for Prior Learning Available

2 Credit hours

18 Lecture hours

36 Lab hours

## **204-105 - Designing for Mobile Platforms**

Introduces the creation of digital graphic design for use on mobile platforms such as phones, tablets and computer screens. Focuses on utilizing design principles with an emphasis on image size and formatting, font selection and use, color, alignment and screen flow. Students will explore the history and trends of digital graphics in society, emerging technologies, and marketing. Basic computer skills, internet access, and access to the current version of Adobe Creative Suite software required for course. (Prerequisites: 103-170 Beginning Photoshop; 103-174 InDesign; 204-112 Design Fundamentals)

3 Credit hours

36 Lecture hours

36 Lab hours

## **204-111 - Typography**

Covers basic principles of typography and designing with type. Includes laboratory experience in typographic specifications, computerized copy-fitting, creating comprehensive layouts, the application of grid systems, and the use of typographic letterforms in publication design. Basic computer skills, internet access, and access to the current version of Adobe Creative Suite software required for course. (Prerequisite: 103-174 InDesign)

3 Credit hours

36 Lecture hours

36 Lab hours

## **204-112 - Design Fundamentals**

Introduces students to the basic formal elements and principles of two-dimensional graphic design. Uses visual exercises and practical projects to explore visual and creative thinking strategies to develop more effective visual communication. Basic computer skills, and internet access are required for course.

3 Credit hours

36 Lecture hours

36 Lab hours

## **204-116 - Identity Design and Branding**

Emphasizes the graphic design process, research, concept development, compositing, stylistic approaches and efficient production techniques.

Focuses on brand development, typography, page composition and production for digital publications. Advanced techniques will be used to design and output complex files including vector and bitmap graphics.

Topics include working with clients, teamwork, efficient workflow, best practices and creating projects for print and web. Basic computer skills, Internet access, and access to the current version of Adobe Creative Suite software required for course. (Prerequisite: 204-112 Design Fundamentals)

3 Credit hours

36 Lecture hours

36 Lab hours

## **204-134 - Design Production and Planning 1**

Emphasizes the use of graphic design skills and concepts in the creation of original design projects. Emphasis is on creative thinking strategies that develop more effective visual communication. Service learning, client communications, project development process, and professionalism are stressed throughout. Basic computer skills, Internet access, and access to the current version of Adobe Creative Suite software required for the course. (Prerequisites: 103-170 Beginning Photoshop; 103-174 InDesign; 204-102 Vector Illustration 1; 204-111 Typography)

3 Credit hours

36 Lecture hours

36 Lab hours

## **204-144 - Vector Illustration 2**

Explores vector graphic creation tools and procedures used in the design and construction of vector-based images. Emphasizes process-color reproduction. Students build skills in creating, modifying, editing and applying image content to match reproduction requirements. Reflects required skills for advertising signage and imprinting applications. Basic computer skills, Internet access, and access to the current version of Adobe Creative Suite software required for course. (Prerequisite: 204-102 Vector Illustration 1)

3 Credit hours

36 Lecture hours

36 Lab hours

## **204-168 - Design, Production and Planning 2: Digital Output**

Applies the use of graphic design and software skills developed in design, page layout, illustration, photographs and typography courses. Emphasizes and recognizes individual skills, creativity, process and technique as students assemble both a hard copy and digital personal portfolio. Students will complete the Graphic Communications Program exit assessment through participation in the MPTC Portfolio Showcase. Basic computer skills, Internet access, and access to the current version of Adobe Creative Suite software required for course. (Prerequisite: 204-134 Design Production and Planning 1)

3 Credit hours

36 Lecture hours

36 Lab hours

**204-181 - Prepress Process Color**

Provides an understanding of the theory of color as it relates to graphic design and prepress workflow. Topics explored include the basics of color theory, the properties of color, global meanings of color, color management, and the use of color for the web and for print production. Examines both traditional and electronic prepress procedures. Basic computer skills, Internet access, and access to the current version of Adobe Creative Suite software required for course. (Prerequisite: 103-170 Beginning Photoshop)

3 Credit hours

36 Lecture hours

36 Lab hours