

**LAST REVIEW:** 2010-2011      **NEXT REVIEW:** 2015-2016  
**STATUS:** A

**COURSE TITLE:** Design Production

**COMMON COURSE NUMBER:** GRA2185C

**CREDIT HOURS:** 3

**CONTACT HOUR BREAKDOWN**

*(per 16 week term)*

**CLOCK HOURS:** 4

**Lecture:** 32

**Lab:** 32

**Clinic:**

**Other:**

**PREREQUISITE:** GRA2121C

**COREQUISITE:** NONE

**PRE/COREQUISITE:** None

**COURSE DESCRIPTION** This course is an advanced level course that forms an integral part of the part of the final skills needed to complete the Graphic Design Technology A.S. Degree requirements. It is intended to support the portfolio and internship courses by providing practice in advanced concept formulation and art direction strategies and practical experience in production of their portfolio at a service bureau.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s):      Area  
General Education Requirements – Associate in Science Degree (AS), meets Area(s):      Area  
General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s):      Area

**UNIT TITLES:**

1. Study of Concept Formulation Strategies
2. Study of Art Direction Strategies and Methods
3. Business Practices and Ethics
4. Production Methods for Print
5. Production Methods for Electronic Media

## **I. Course Overview:**

Upon successful completion of this course, the students should be able to demonstrate advance concept formulation and art direction techniques. These techniques will be applied to the completion of a large comprehensive graphic design project complete by a team of students each contributing their expertise.

## **II. Units:**

### **Unit 1. Study of Concept Formulation**

#### General Outcome:

- 1.0 The students should be able to demonstrate knowledge of various concept formulation and creative brainstorming techniques.

#### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 1.1 Demonstrate knowledge of the history of the creative production of ideas in graphic design.
- 1.2 Describe the psychology of the creative process.
- 1.3 Identify examples of genius in graphic ideas.
- 1.4 Identify reasons why simplicity and creating within constraints often produces the best designs. Site examples.
- 1.5 After conducting an in-depth research, describe various methods of generating ideas and completing a variety of readings on the creative process.
- 1.6 Describe how to research a graphic concept, e.g., build a file of interesting graphic symbols, collect interesting objects, and review history on the topic.
- 1.7 Describe how to approach various creative challenges e.g., overcoming the blank canvas syndrome.
- 1.8 Interview graphics artist and report on how they generate ideas.

**Unit 2. Study of Art Direction**

General Outcome:

2.0 The students should be able to demonstrate knowledge of various art direction strategies.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 2.1 Demonstrate knowledge of the history of art direction in the graphic design industry.
- 2.2 Describe current industry accepted art direction processes.
- 2.3 Identify the future of the art direction process and the possible new careers that will come available. For instance, art directors may soon evolve into interactive producers to respond to the graphic design's industry toward multiple media output, including web and TV.
- 2.4 Interview art directors and report on the methods they use.
- 2.5 Shadow an art director and report on the real world problems faced.
- 2.6 Identify how to establish timelines and estimate costs.
- 2.7 Identify how to manage the project.
- 2.8 Identify how to negotiate a contract with a client and how to value how much a job is worth.
- 2.9 Identify how to deal with copyright, protect work and other legal issues.

2.10 Describe how a product is produced at a service bureau, printer or other and identify how to negotiate for the lowest price.

**Unit 3. Business Practices and Ethics**

General Outcome:

- 3.0 The students should be able to demonstrate a thorough knowledge of graphics design business practices within ethical guidelines, e.g., interviewing and analyzing clients' needs, pricing the job, negotiating a contract, etc.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 Interview a client.
- 3.1 Interpret and analyze a client's needs and desires.
- 3.3 Estimate the value of their artwork.
- 3.4 Estimate the price of a job within the client's budgetary constraints.
- 3.5 Estimate a projected timeline for a job.
- 3.6 Identify standard contracts and contracts customized by attorneys.
- 3.7 Identify which type of contract should be used.
- 3.8 Understand and describe business ethics.
- 3.9 Create artwork within the client's budgetary constraints.
- 3.10 Present dummy proofs to the client for review.
- 3.11 Revise according to client's suggestions.
- 3.12 Comply with the copyright law.
- 3.13 Understand royalties.
- 3.14 Protect their artwork.

3.15 Understand how to present final projects to the client  
for approval.

**Unit 4. Production Methods for Print**

General Outcome:

4.0 The students should be able to demonstrate knowledge of graphic reproduction for print.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

4.1 Demonstrate knowledge of print reproduction, including historical, present and future process.

4.1.1 Demonstrate knowledge of the historical development of graphics reproduction processes.

4.1.2 Identify present methods of graphic reproduction processes.

4.1.3 Describe the possible future developments on graphic reproduction processes.

4.2 Demonstrate knowledge of the graphic reproduction planning process.

4.2.1 Understand and describe the production planning procedures.

4.2.2 Identify specifications necessary for production.

4.2.3 Understand and describe methods of determining quotations.

4.3 Demonstrate knowledge of pre-press production.

4.3.1 Comprehend and describe standard industry measures, sizes and weights.

4.3.2 Understand and describe methods of digital typesetting.

- 4.3.3 Exhibit knowledge of the production of camera ready artwork, i.e., correct file formats, etc.
  
- 4.4 Students will demonstrate knowledge of color separations, computerized image generation, color separation evaluation, and matching print and color keys.
  
- 4.5 Identify equipment utilized for image generation and printing.
  
- 4.6 Negotiate with printer for production of final artwork.
  - 4.6.1 Contact a service bureau/printer.
  - 4.6.2 Identify constraints for producing the job.
  - 4.6.3 Identify price saving strategies.
  - 4.6.4 Negotiate a price for the job.
  - 4.6.5 Identify a timeline for production.
  - 4.6.6 Shadow the printer/service bureau to observe the production of the job.

**Unit 5. Production Methods for Electronic Media**

General Outcome:

5.0 The students should be able to demonstrate knowledge

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 5.1 Demonstrate an ability to create a web-site for their artwork/portfolio.
- 5.2 Demonstrate an ability to create a multimedia CD-ROM of their artwork/portfolio.
- 5.3 Demonstrate an ability to create videotape of their artwork portfolio.