

ARIZONA WESTERN COLLEGE
SYLLABUS

GRA 102 GRAPHIC COMMUNICATIONS 2

Credit Hours: 4 Lec 3 Lab 2

PREREQUISITE: GRA 101

COURSE DESCRIPTION

This course (the second semester continuation of GRA 101) will provide an overview of traditional commercial graphics technologies and theory which the students will need for commercial graphics employment. Subjects include basic design theory (gestalt, compositional techniques, such as contrast, repetition alignment, proximity, etc.), simple drawing skills, illustration techniques, pigment and light color theory and physics, production processes and technologies, printing issues, typography, researching a graphic design project, preparing thumbnail sketches, preparing roughs and comps., encouraging productive client communications, and more.

1. COURSE GOAL

Become familiar with the basic design issues and skill set necessary to produce professional quality graphics work.

2. OUTCOMES

Upon satisfactory completion of this course, students will be able to:

- 2.1 produce the basic steps of the design process.
- 2.2 employ intermediate observational sketching techniques.
- 2.3 identify and discuss the parameters of type design.
- 2.4 employ both simple and complex grid systems in page composition.
- 2.5 identify elements of contrast, repetition, alignment and proximity in a design.
- 2.6 be able to articulate the difference between subtractive and additive color, spot and process color, display and print color models, and other obstacles to color consistency and matching.
- 2.7 create storyboards for interactive and linear presentations..
- 2.8 define the differences between print and interactive graphics

3. METHODS OF INSTRUCTION

- 3.1 Lecture by the Professor
- 3.2 Viewing of print and online examples
- 3.3 Roundtable discussion/critiques with students

4. LEARNING ACTIVITIES

- 4.1 Class lectures over the pertinent information and principles
- 4.2 Reviewing and discussing professional examples of animation
- 4.3 Reading assignments
- 4.4 Lab projects and exercises exemplifying the type of graphics work being discussed

5. EVALUATION

- 5.1 Grades will be earned by an assortment of learning activities, exams, assignments, and participation
- 5.2 Please see the class schedule and assignment sheet for more information

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from

the course and fails to complete the requirements of the course, the student will receive a failing grade.

- 6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester. Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid. For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):
- Submitting an academic assignment
 - Taking an exam, an interactive tutorial or computer-assisted instruction
 - Attending a study group that is assigned by the school
 - Participating in an online discussion about academic matters
 - Initiating contact with a faculty member to ask a question about the academic subject studied in the course