



## **Part II. Description of Curriculum Change**

### **1. New Syllabus of Record (attached)**

This revision includes a course number change, a catalog description change and content revisions to reflect changes in technology.

#### **Old Course Number and Catalog Description**

**Prerequisites:** CM101, permission

Provides basic experiences in planning and producing a commonly used television studio, industrial display, and classroom graphics which are applicable in educational, industrial, and medical training programs. Experiences include technical layout and lettering; color mounting

**Part II. Description of Curriculum Change**

1. Syllabus of Record

**I. Catalog Description**

CM 240 Communications Graphics

3 credits

3 Lecture  
0 Lab hours  
(3c-0 l-3sh)

**Prerequisites: CM 101 or permission of the instructor**

Introduction to graphic design concepts and related processes and techniques for a variety of forms of presentation media including television, multimedia, and on-line communications for educational, corporate training, and communications specialists. Both two and three dimensional design, and basic animation concepts will be explored. Hands-on experiences using a variety of graphic software applications.

**II. Course Objectives**

At the conclusion of the course the students will:

Have knowledge of the professional specialties and 1 1 1 1 1

**Weeks 2 & 3 (6 class hours)**

- Design concepts as they apply to screen design for television, multimedia presentations, and on-line communications.

**Week #4 (3 class hours)**

- Color
  - color theory
  - color systems (RGB, CYMK, HSV)
  - computer color concepts
  - dithering, anti-aliasing, look up tables, etc.
  - color depth
    - 8 bit, 24 bit, etc.
  - creating and altering color palettes/gradient palettes

**Week 5 (3 class hours)**

- creative problem solving process
  - research, thumbnails, roughs, storyboard
- Corporate identity
  - designing a symbol/logo

**Week 6 & 7 (6 class hours)**

- Designing with type for presentation graphics and electronic media

Weeks #11&12 (6 class hours)

- computer animation
  - animation concepts
  - tools
  - types
  - cell, object, morph, tween, and color cycle

Week #13 (2 class hours)

- Graphics for video productions
  - Hardware
    - Genlocks, Character generators, framegrabbers
    - Limitations
    - Color
    - type legibility

Week #14 (3 class hours)

10 % image processing

Product: Combine two color photographs so that they

## VII. Bibliography

Bringhurst, Robert (1992). The Elements of Typographic Style. Vancouver: Hartley & Marks.

Holmes, Nigel (1991). Designer's Guide to Creating Charts and Diagrams. New York: Watson

Fowler, Susan and Victor Stanwick (1995). The GUI Style Guide AP Professional.

Gonzalez, Rafael C. and Richard E. Woods (1992). Digital Image Processing. Reading: Addison-Wesley.

Laurel, Brenda (1990). The Art of Human-Computer Interface Design. Reading: Addison-Wesley.

Syllabus

Communications Graphics  
CM 440/540

- Behavioral Objectives
- Assignment and Demonstration Sheet

- Evaluation Procedure



Text: Minor & Frye - Techniques for Producing Visual Instructional Media

The vast majority of students entering this course lack practical experiences in the area of the graphic arts.

Areas to be examined include lettering, coloring, simple layout and design, mounting, laminating, and the preparation of pictures, posters, charts, television graphics, and slide flats for projected and non-projected use.

If you possess any competencies in the areas mentioned above, please communicate these competencies to the instructor for your

your very first class period.

As a result of this course you will be able to:

1. Letter, skillfully using dry transfer lettering or paper cut-outs

11. Assemble printed Dizado films into a functional visual according to procedures described in the text.
12. Laminate pictures, charts and maps utilizing the General Binding Corporation's hot roll press as demonstrated.
13. Reduce and enlarge visuals utilizing a variety of techniques (minimum of 2) as illustrated and described in the text.

All of the competencies mentioned will be mastered by each student. In order to evaluate each student's progress, periodic critiques will be held in each skill area. A final critique for each student will be held during the last