



**Discipline: Arts, Media, and Entertainment**  
**Date Submitted: April 1, 2024**

**Cerritos College  
 Articulation Agreement**

<p><b>Cerritos College Course:</b>          ART 184 – Graphic Design 1 (3 units)</p> <p>Cerritos College          11110 Alondra Blvd.          Norwalk, CA 90650</p>	<p><b>High School Course:</b>          Graphic Design II</p> <p>Downey High School          11040 Brookshire Ave.          Downey, CA 90241</p>
<p><b>General Course Description:</b>          This capstone course provides students with an in depth understanding of digital design tools, processes, and systems common to careers in graphic arts and digital production. Close examination of topics includes printing enterprise, art and copy preparation, graphic design, image generation and assembly, production photography, graphic reproduction operations, binding and/or finishing related to digital imaging, printing, and digital production.</p>	
<p><b>College Prerequisite(s):</b> none</p>	<p><b>HS/ROCP Prerequisite(s):</b> Graphic Design I</p>
<p><b>Advisories/Recommendations:</b> None</p>	
<p><b>Course Content:</b></p> <p>ORIENTATION AND REVIEW</p> <ul style="list-style-type: none"> <li>• Review of basic design principles such as balance, contrast, unity, and focal points.</li> <li>• Overview of color theory, including primary, secondary, and tertiary colors, and color harmony.</li> <li>• Introduction to typography, focusing on font selection, hierarchy, and layout.</li> <li>• Exploration of digital design tools commonly used in the industry, such as vector and raster graphics software.</li> <li>• Brief introduction to advanced topics such as printing enterprise, art and copy preparation, image generation and assembly, and production photography.</li> </ul> <p>TYPOGRAPHY</p> <ul style="list-style-type: none"> <li>• Detailed review of type anatomy including components like x-height, cap height, and baseline among others.</li> <li>• Exploration of type categories such as Serif, Sans-Serif, Slab Serif, and more.</li> <li>• Techniques for proper typesetting including tracking, leading, and kerning.</li> <li>• Principles of publication design covering elements like cover, back cover, and table of contents.</li> <li>• Technical skills in publication design including master pages, grid layout, and pagination.</li> </ul> <p>CONTENT BASED DESIGN</p> <ul style="list-style-type: none"> <li>• An introduction to found typography and its significance in everyday encounters.</li> <li>• The process of collecting and archiving typography forms that students find visually appealing.</li> <li>• Techniques for categorizing and organizing found typography.</li> <li>• The use of unifying elements like grid systems and repeating motifs.</li> </ul>	

- Developing an appreciation for documentation as a narrative form in design.
- How to construct a colophon for a design project.

## LOGO DESIGN AND WORD MARKS

- Fundamentals and principles of effective logo and word mark design.
- Exploration of logo gestalt and how it impacts visual interpretation.
- Techniques for brainstorming and creating thumbnail sketches.
- Detailed work on typography and its role in logo design.
- The process of developing black and white rough drafts and color variations.
- Insights into business systems and the role of identity design in them.

## BRANDING AND ADVERTISING

- The fundamental elements that contribute to building a compelling brand.
- Strategies used in advertising to effectively communicate a brand's message.
- Key steps in preparing art and copy for advertising campaigns.
- Roles and responsibilities of graphic designers, desktop publishers, and web and digital interface designers in the advertising industry.
- Overview of the tools, processes, and systems common to careers in graphic arts and digital production.
- The role of fine artists in advertising and branding.

## ADVERTISING CAMPAIGN

- Identifying and understanding health issues impacting high school students through interviews.
- Principles of advertising campaign design focusing on public awareness.
- Creating thumbnail sketches and drafts as part of the design process.
- Learning and applying digital design tools to finalize campaign components.
- Techniques for presenting and critiquing designs in a professional setting.

## PACKAGING DESIGN

- Introduction to the principles of effective packaging design, including choice of materials, color theory, and typography.
- Research methodologies for studying market placement and target audience of products.
- The relationship between packaging design and branding/advertising.
- Digital design techniques specific to packaging, such as image creation, text layout, and print preparation.
- Handcrafting skills for cutting, folding, and assembling physical prototypes.

## EMPLOYMENT & CAREER PORTFOLIO

- Creating a professional portfolio
- Resume and cover letter writing
- Job market research and analysis
- Effective interviewing techniques and strategies
- Networking strategies and best practices
- Skills and qualifications needed for different industry positions

## **Competencies and Skill Requirements**

**At the conclusion of this course, the student should be able to:**

- Demonstrate a reinforced understanding of fundamental design principles and color theory.
- Identify and describe the various components that make up type anatomy.

- Present and critique design work effectively, incorporating feedback for future projects.
- Articulate the strategy and reasoning behind their design choices, including audience focus, typography, and color theory.
- Develop a comprehensive logo or word mark that encapsulates the identity of a fictional company.
- Identify and apply the fundamental elements needed to build a compelling brand.
- Apply design processes from conceptual sketches to final digital drafts.
- Understand and apply basic principles of effective packaging design.
- Create a professional portfolio that showcases their skills and qualifications in their chosen field.

**Measurement Methods:**

- Student projects
- Written work
- Exams
- Observation record of student performance
- Completion of assignment
- Industry Certification (Adobe)

**Textbooks or Other Support Materials:**

- TBD (books will change annually based on industry input)

**Procedures for Course Articulation:**


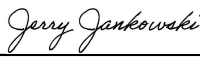



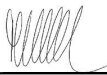
Cerritos College credit for the articulated course listed above may be received when the following criteria are met:

1. Student has completed the articulated course listed above, *Graphic Design II*, with a grade of “B” or higher.
3. Student must enroll at Cerritos College within two (2) years from the semester date in which the course was completed.
4. Student will complete and submit the Cerritos College *Petition for Credit by Examination for Articulated High School Course* form to the Office of Educational Partnerships & Programs at Cerritos College.
5. A maximum of 30 units may be awarded through credit by examination.

This Agreement will be reviewed annually and will remain in effect until cancelled by either party giving 30 days written notice.

**High School/ROP District Signatures**

**Cerritos College Signatures**

 <a href="#">Christopher Herrera (May 9, 2024 22:10 PDT)</a>	May 9, 2024	 Jerry Jankowski	May 25, 2024
Instructor/Department Chair	Date	Faculty/Department Chair	Date
 <a href="#">Tom Houts (May 14, 2024 14:49 PDT)</a>	May 14, 2024		May 25, 2024
Principal	Date	Dean of Instruction	Date
 John A. Garcia, Jr.	May 14, 2024		May 27, 2024
Superintendent	Date	Vice President	Date