

GRC AND VIS COURSE STUDENT LEARNING OUTCOMES

GRC 100 - Introduction To Graphic Arts and Media Technologies

CSLOs are under review.

GRC 116 - Introduction to Digital Art & Design

CSLOs are under review.

GRC 117 - Introduction to Motion Graphics

Students will be able to create basic motion graphics media content utilizing current industry standard software.

Students will be able to apply design, color and drawing skills to introductory motion graphics media content creation.

Students will be able to demonstrate industry standard motion graphics media production processes.

GRC 120 - Software Applications- Beginning Photoshop

CSLOs are under review.

GRC 123 - Software Applications- Advanced Photoshop

CSLOs are under review.

GRC 124 - Software Applications- Beginning Illustrator

CSLOs are under review.

GRC 126 - Software Applications- Advanced Illustrator

CSLOs are under review.

GRC 127 - Software Applications- Beginning InDesign

CSLOs are under review.

GRC 128 - Software Applications- Advanced InDesign

CSLOs are under review.

GRC 129 - Software Applications- Beginning Dreamweaver

CSLOs are under review.

GRC 131 - Software Applications- Premiere/Soundbooth

CSLOs are under review.

GRC 132 - Drawing for Animation

Students will be able to draw humans and animals in motion from direct observation.

Students will be able to design characters, costumes, props, landscapes and locations for use in visual storytelling.

Students will be able to create a body of work for use in a professional portfolio.

GRC 135 - Storyboarding

Students will be able to demonstrate the ability to develop narrative strategies and structures.

Students will be able to demonstrate the application of visual language syntax and principles and practices on their storyboards.

Students will be able to demonstrate the use of hand-drawn visual images to communicate sequential ideas for use in time-based and interactive media creation/production.

GRC 153 - Commercial Printing Processes

CSLOs are under review.

GRC 175 - Web Design I

Students will be able to describe and discuss how the Internet works.

Students will be able to understand and apply Cascading Style Sheet coding in the layout and construction of web pages and web sites.

Students will be able to utilize web layout software at an introductory level level.

GRC 182 - Digital Video Production

Students will be able to create and complete basic video and audio production from concept to final output.

Students will be able to create and refine visual and auditory storytelling ideas and communicate them using digital video as an expressive and commercial medium.

Students will be able to acquire the basic technological skills required for digital video and audio production.

GRC 198 - Special Topics in Graphic Communications

CSLOs are under review.

GRC 200 - Design Thinking & Methodologies

CSLOs are under review.

GRC 210 - Typography I

Students will be able to identify and apply historical and current trends in typography and graphic design.

Students will be able to apply the design process (design thinking) in response to class projects and exercises that produce creative and technically proficient work.

Students will be able to employ class discussions, critiques and final presentations to present student research in support of creative decisions, accepting instructor and class input from a variety of viewpoints.

Students will be able to utilize technical skills developed in previous courses in the use of manual and digital typographic and layout techniques and technologies, including current software.

GRC 220 - Graphic Design I

Students will be able to identify and apply historical and current trends in graphic design.

Students will be able to apply the design process (design thinking) in response to class projects and exercises that produce creative and technically proficient work.

Students will be able to employ class discussions, critiques and final presentations to present their research in support of creative decisions, accepting instructor and class input from a variety of viewpoints.

Students will be able to utilize technical skills developed in previous courses in the use of manual and digital creativity and design techniques and technologies, including current software.

GRC 235 - 3D Character Animation I

CSLOs are under review.

GRC 245 - 3D Character Animation II

Students will be able to demonstrate character design and use of dialog in animation to make characters talk, move and gesture convincingly.

Students will be able to synthesize advanced Maya techniques such as facial sculpting and utilizing morph targets in dialog and character expressions.

Students will be able to integrate larger full body movements with facial expressions, dialog and hand gestures in their animations.

Students will be able to demonstrate skill in animating more than one character simultaneously.

GRC 275 - Web Design II

Students will be able to create and execute industry-standard websites based on current coding techniques and standards.

Students will be able to develop and produce more creative and technically proficient layouts into assigned course work.

Students will be able to execute current accessibility standards into the design and construction of web pages and web sites.

GRC 282 - Motion Graphics for Video

Students will be able to create and compile visual and auditory assets for use in motion graphics content.

Students will be able to practice the creation of motion graphics sequences.

Students will be able to acquire the basic technological skills required for motion graphics sequence creation.

GRC 284 - 3D Modeling and Texturing

Students will be able to create and edit CGI models using industry-standard software.

Students will be able to create and apply 2D textures to CGI models.

Students will be able to create and apply lighting to CGI models and environments.

GRC 294 - Portfolio Workshop

Students will be able to design and produce a personal promotional website.

Students will be able to develop a personal brand.

Students will be able to produce and present their portfolios to a panel of local industry representatives.

GRC 298 - Special Problems in Graphic Communications

Students will be able to demonstrate the ability to advance existing skills specific to the topics being covered.

Students will be able to exhibit knowledge of the specific substantive area of the graphic communications being offered by the course curriculum.

GRC 299 - Independent Study

Students will be able to acquire knowledge and skills in a specific topic in Graphic Communications.

GRC 300 - History of Graphic Arts and Media Technologies

Students will be able to articulate relationships between works of visual communication and their contexts: audiences, culture, and society.

Students will be able to explain which historical changes, personalities and visual communication movements contributed to the emergence of Bauhaus and the profession of design.

Students will be able to identify and explain the effects of technology on media and visual communication during the second half of the 20th century.

GRC 310 - Typography II

Students will be able to apply the design process (design thinking) in response to class projects and exercises that produce creative and technically proficient work.

Students will be able to employ class discussions, critiques and final presentations to present student research in support of creative decisions, accepting instructor and class input from a variety of viewpoints.

Students will be able to utilize technical skills developed in previous courses in the use of manual and digital typographic and layout techniques and technologies, including current software.

Students will be able to create and design projects that show an advanced level of interpretation and application of typographic theories and techniques.

GRC 353 - Commercial Printing Processes II

CSLOs are under review.

GRC 355 - Graphic Design II

Students will be able to evaluate current trends in graphic design to compare and contrast various styles and movements within the context of their own work.

Students will be able to continue to analyze and criticize work produced through the design process to generate more advanced solutions to assigned projects.

Students will be able to examine and justify their use of advanced design theories and principles through the analysis and application of research and alternative solutions.

Students will be able to analyze and evaluate a wide range of manual and digital techniques and technologies learned for previous courses, choosing the appropriate tools to generate solutions based on target audience and media requirements.

GRC 365 - Web & User Interface Design

Students will be able to examine and evaluate historical and existing user interfaces and formulate strategies that will improve upon those interfaces.

Students will be able to evaluate and compare psychological aspects, including visual perception and motor skills, of proposed user interface designs.

Students will be able to utilize Adobe XD software to design and develop user interfaces.

GRC 375 - Modeling and Animation

Students will be able to develop a formal animation and 3D graphic design vocabulary and apply to design problems.

Students will be able to cultivate intermediate design software skills while incorporating animation into their design skillset.

Students will be able to incorporate professional graphic design practices via projects pertaining to animation and 3D.

Students will be able to evaluate and integrate client expectations into their research and implementation process.

GRC 390 - Junior Capstone

Students will be able to evaluate and discuss project proposals for clients based on input from industry vendors.

Students will be able to analyze and evaluate the required project in estimating both time and cost requirements.

Students will be able to identify, formulate, design, execute, and present an upper-division level project that is complex and multi-faceted.

VIS 120 - Introduction to Animation

Students will be able to analyze and apply animation as an art form and as a means of creative expression.

Students will be able to identify and interpret the historical evolution of the animated film.

Students will be able to identify and present significant techniques and strategies, individual artists, studios and narrative structures used in animation production.

VIS 212 - Digital Editing

Students will be able to identify common editing techniques used in video and motion graphics production.

Students will be able to practice various editing techniques used in visual storytelling and/or the communication of visual concepts.

Students will be able to strengthen video and motion graphics editing practices.

VIS 214 - Cinematography and Lighting

Students will be able to discuss the role of cinematography in cinema production and analyze cinematographic elements in film examples.

Students will be able to demonstrate abilities with cinema lighting and control of natural or available lighting to achieve a variety of cinematic moods and effects.

Students will be able to produce short films that make effective and expressive use of cinematographic techniques.