

## Graphic Communication

## GCOM

### Degree:

A.S. – Graphic Communication

### Certificates of Achievement:

3D Animation and Modeling

Game Design

Graphic Communication

Graphic Design

User Interface and Web Design

### Division of Advanced Technology

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### Program Information

The Graphic Communication Department partners with industry leaders to develop coursework that blends solid theoretical training with digital tools. Faculty members ensure student understanding of the principles of design, typography, color theory, layout, composition, visual message-making, user interface, animation, 3D modeling, and game design while preparing them for real-world employment or transfer to a four-year university or design school. Graphic Communication has been inspiring creative emergence and developing professional marketability for over three decades.

The program consists of three distinct areas:

- Graphic and Web Design
- Computer Animation and Modeling
- Game Design

Courses within these areas focus on specific skills and technical competencies to promote success in the workplace and transfer to four-year colleges and art schools.

### Graphic and Web Design

These courses focus on design concepts / theory and computer-related skills that are applicable to the print and web design industry. The curriculum is under close advisement from industry contacts to ensure students are equipped with skills and practices that are current. Students build and polish a professional digital or web-based portfolio demonstrating a thorough understanding of design and marketing concepts, communication aesthetics, creative process, and proficiency in computer-based tools. Courses will prepare students for transfer to a four-year college or employment opportunities within the design industry. Employers include publication and book design, graphic design studios, government agencies, in-house design departments, or self-employment.

### 3D Animation and Modeling

These courses stress the importance of animation and modeling principles while using high-end industry standard software. The curriculum is under close advisement from industry contacts to ensure students are equipped with skills and practices that are current. Opportunities include transfer to a four-year college, transfer to private animation schools, employment in animation studios, 3D visualization and modeling, special effects houses, video game industry, the motion picture industry, and independent animator / filmmaker.

### Video Game Design

These courses provide a concentration on the exciting and popular emerging technology of Video Game Design. The curriculum is under close advisement from industry contacts to ensure students are equipped with skills and practices that are current. Students will study the art and science involved in the creation and development of computer games. Students will employ principles of animation, interactive story telling, game theory, character development, and modeling and rigging. Students will be prepared for transfer to a four-year college, internships in the game design industry, or working as an independent designer.

## 3D Animation and Modeling

### Certificate of Achievement

#### Program Information

This program introduces students to the 3D animation and computer modeling industry. Through lectures and hands-on assignments, students will master real-world production techniques in both animation and 3D modeling. Rendering, compositing, and camera tracking is also covered.

#### Career Opportunities

Upon completion of this program, students will have mastered the necessary skills to complete short animated films and commercial projects for the television, film, biomedical, architectural visualization legal, product design, and video game industries.

#### Upon completion of this program, the student will be able to:

- demonstrate an understanding of the animation production process.
- recognize and articulate the principles of animation.
- create effective storyboards for use in the animation process.
- design and create a 3D character model.
- create and manipulate a wireframe mesh using a variety of tools.
- work with surfaces, including procedural textures and texture maps.
- demonstrate an understanding of the 3D rendering process.

#### Required Program

	<b>Units</b>
GCOM 400 Introduction to the Principles of Animation .....	3
GCOM 401 Introduction to Computer Animation .....	3
GCOM 402 Beginning 3D Modeling and Rigging.....	3
GCOM 410 Advanced Computer Animation .....	3

#### Total Units Required

**12**

#### Certificate of Achievement

The Certificate may be obtained by completion of the required program with grades of “C” or better.

## Game Design

### Certificate of Achievement

#### Program Information

In this program, students will study the art, technology, science, and design principles for the creation and development of video games. This program covers video game history, game theory, design of computer-based games, delivery systems, development cycles, case studies, ethical and social issues, emerging technologies, industry trends, and the development of 3D art assets. This program emphasizes the understanding and the interdisciplinary nature of video game design, production, and delivery. This program does not include computer programming topics.

#### Career Opportunities

Students who successfully complete this program and continue their education in four year programs will find job opportunities in the video game industry.

#### Gainful Employment

For more information about program costs, graduation rates, median debt of program graduates, and other important information regarding gainful employment, please visit: <http://www.losrios.edu/gainful-emp-info/gedt.php?major=051660C01>

**Upon completion of this program, the student will be able to:**

- demonstrate an understanding of the game design process.
- demonstrate an understanding of game structure and elements.
- demonstrate an understanding of the various roles in a professional game development environment.
- build a working game prototype.
- create 3D art assets for video games.
- optimize 3D art assets to run correctly in a real-time game engine.

Required Program	Units
GCOM 330 Digital Imaging I.....	3
GCOM 400 Introduction to the Principles of Animation .....	3
GCOM 401 Introduction to Computer Animation .....	3
GCOM 402 Beginning 3D Modeling and Rigging.....	3
GCOM 420 Video Game Design.....	3
GCOM 424 Video Game Art.....	3
GCOM 426 Video Game Level Design .....	3
<b>Total Units Required</b>	<b>21</b>

**Certificate of Achievement**

The Certificate of Achievement may be obtained by completion of the required program with grades of “C” or better.

**Graphic Communication**

**Associate in Science Degree**

**Certificate of Achievement**

**Program Information**

Graphic Communication develops coursework in conjunction with Northern California industry leaders. Our courses offer students both current technology and theory in graphic design, digital imaging, digital illustration, and page layout skills for print, web, and other screen-based media, computer animation, 3D modeling, and video game design.

The Graphic Communication Department partners with industry leaders to develop coursework that blends solid theoretical training with the latest technical tools. Faculty members ensure student engagement with principles of typography, color theory, layout, form, visual message-making, interaction, motion, animation, and game design while preparing students for real-world employment or transfer to a four-year institution. Graphic Communication has been inspiring creative emergence and developing professional marketability for four decades.

**Career Opportunities**

Career Opportunities may be found in graphic design studios, publications, animation studios, video game design studios, in-house agencies, and self-employment or freelance work.

**Gainful Employment**

For more information about program costs, graduation rates, median debt of program graduates, and other important information regarding gainful employment, please visit: <http://www.losrios.edu/gainful-emp-info/gedt.php?major=051217C01>

**Recommended High School Preparation**

Recommended High School Preparation: Students should complete courses in one or more of the following: art, design, computer skills, photography, journalism, and creative writing.

**Upon completion of this program, the student will be able to:**

- demonstrate a comprehensive understanding and application of design theory and processes for creating original work.
- evaluate design opportunities, explore visual responses, and introduce and explain final results to an audience.
- determine the appropriate tool to solve a visual communication need.
- apply appropriate type, color, form, and imagery to a visual project.
- plan, design, and produce a multi-paged, multifaceted project in one or more of these mediums: print, Web, interactive, 3D, animation, or video game.
- communicate with the current and appropriate design industry vocabulary.

- utilize design as a tool of engagement in issues of sustainability, social responsibility, economic equality, and cultural understanding.

**Required Program**

**Units**

A minimum of 30 units from the following:.....	30
GCOM 105 Photoshop Special Features (1.5)	
GCOM 305 History of Graphic Design (3)	
GCOM 313 Digital Layout I (3)	
GCOM 314 Digital Layout II (3)	
GCOM 319 Print and Multimedia Publication Design I (3)	
GCOM 320 Print and Multimedia Publication Design II (3)	
GCOM 321 Print and Multimedia Publication Design III (3)	
GCOM 330 Digital Imaging I (3)	
GCOM 331 Digital Imaging II (3)	
GCOM 332 Digital Imaging III (3)	
GCOM 340 Digital Illustration for Graphic Design I (3)	
GCOM 341 Digital Illustration for Graphic Design II (3)	
GCOM 343 Graphic Design I (3)	
GCOM 345 Graphic Design II (3)	
GCOM 347 Typography I (3)	
GCOM 349 Professional Practice and Portfolio (3)	
GCOM 360 User Interface Design (3)	
GCOM 361 Web Design I (3)	
GCOM 362 Web Design II (3)	
GCOM 390 Motion Design I (3)	
GCOM 400 Introduction to the Principles of Animation (3)	
GCOM 401 Introduction to Computer Animation (3)	
GCOM 402 Beginning 3D Modeling and Rigging (3)	
GCOM 410 Advanced Computer Animation (3)	
GCOM 420 Video Game Design (3)	
GCOM 424 Video Game Art (3)	
GCOM 426 Video Game Level Design (3)	
GCOM 490 Graphic Communication Studio I (3)	
GCOM 491 Graphic Communication Studio II (3)	
GCOM 493 Graphic Communication Studio III (3)	
GCOM 495 Independent Studies in Graphic Communication (1 – 3)	
GCOM 498 Work Experience in Graphic Communication (1 – 4)	
<b>Total Units Required</b>	<b>30</b>

**Suggested Elective**

ART 300

**Associate in Science Degree**

The Associate in Science (A.S.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See SCC graduation requirements.

**Certificate of Achievement**

The Certificate of Achievement may be obtained by completion of the required program with grades of “C” or better.

**Graphic Design**

**Certificate of Achievement**

**Program Information**

This program offers students a comprehensive study of graphic design for print and/or web medium using current technologies. The curriculum encompasses the full spectrum of design theory, process, tools, and techniques that students will need to be successful in the graphic design industry. Students will also experience working with clients and preparing final project files and materials for printing or distribution. Students who complete this certificate will be able to produce a variety of print and/or web design projects and possess a professional portfolio of their work.

**Career Opportunities**

Career Opportunities may be found in graphic design studios, publications, animation studios, in-house agencies, and self-employment or freelance work. This certificate will also prepare students for studies that may lead to transfer to four-year institutions, such as the design program at CSU, Sacramento, where a mastery of technology skills is required for entry.

**Upon completion of this program, the student will be able to:**

- demonstrate a comprehensive understanding and application of design theory and processes for creating original print and Web projects.
- evaluate design opportunities, explore visual responses, and introduce and explain final results to an audience.
- determine the appropriate tool to solve a visual communication need.
- apply appropriate type, color, form, and imagery to a visual project.
- plan, design, and produce a multi-paged, multifaceted project for print and/or Web.
- communicate with the current and appropriate design industry vocabulary.
- utilize design as a tool of engagement in issues of sustainability, social responsibility, economic equality, and cultural understanding.

**Required Program**

	<b>Units</b>
GCOM 313 Digital Layout I .....	3
GCOM 330 Digital Imaging I .....	3
GCOM 340 Digital Illustration for Graphic Design I .....	3
GCOM 349 Professional Practice and Portfolio .....	3
GCOM 360 User Interface Design .....	3

A minimum of 9 units from the following:..... 9

GCOM 305 History of Graphic Design (3)	
GCOM 314 Digital Layout II (3)	
GCOM 331 Digital Imaging II (3)	
GCOM 332 Digital Imaging III (3)	
GCOM 341 Digital Illustration for Graphic Design II (3)	
GCOM 343 Graphic Design I (3)	
GCOM 345 Graphic Design II (3)	
GCOM 347 Typography I (3)	
GCOM 490 Graphic Communication Studio I (3)	
GCOM 491 Graphic Communication Studio II (3)	
GCOM 493 Graphic Communication Studio III (3)	

**Total Units Required** **24**

**Certificate of Achievement**

The Certificate of Achievement may be obtained by completion of the required program with grades of “C” or better.

**User Interface and Web Design**

**Certificate of Achievement**

**Program Information**

This program provides a foundation of Web and user interface design and development skills for students interested in careers as user interface designers for Web and mobile applications. The students completing this program will acquire tangible skills needed for planning, creating developing, and maintaining websites and user interfaces for small to medium businesses. Students will be presented with various Web technologies, processes, and techniques, which will provide well-rounded skills for increasing their employment and freelancing potential.

**Career Opportunities**

Career Opportunities include employment at Web design studios, graphic design studios, in-house design teams, or self-employment.

**Upon completion of this program, the student will be able to:**

- employ the applications, languages, and processes necessary for publishing interactive, standards compliant, accessible websites and user interfaces.

- understand and utilize graphic design principles and how to apply them to meet the needs of a user interface project.
- design and develop websites individually and as a member of a team demonstrating effective information architecture, content, user interface, and navigation.
- manage a design project and utilize the communication skills necessary to function productively in interdisciplinary teams and organizational structures.
- use of an industry-standard content management system to develop and maintain a user-centered, responsive website.
- communicate the ethical and legal issues associated with creating websites.
- create a web-based portfolio of work and apply professional strategies to develop a successful career in user interface design, gain freelance clients, and manage projects.

**Required Program**

	<b>Units</b>
CISW 320 Introduction to Web Development .....	3
CISW 370 Designing Accessible Websites.....	1
CISW 470 Web Projects .....	3
GCOM 313 Digital Layout I (3).....	3
or GCOM 343 Graphic Design I (3)	
GCOM 330 Digital Imaging I .....	3
GCOM 349 Professional Practice and Portfolio.....	3
GCOM 360 User Interface Design.....	3
GCOM 361 Web Design I .....	3
GCOM 362 Web Design II .....	3

**Total Units Required** **25**

**Certificate of Achievement**

The Certificate of Achievement may be obtained by completion of the required program with grades of “C” or better.

**Graphic Communication (GCOM)**

**GCOM 105 Photoshop Special Features 1.5 Units**

*Prerequisite: GCOM 330 with a grade of “C” or better, or equivalent experience.*

*Hours: 18 hours LEC; 27 hours LAB*

Students will learn how to use Adobe Photoshop techniques in the process of creating artistic pieces and a final design project. Through lecture and hands-on exercises, students will learn to create and edit digital image types for any digital, creative, or visual situation. Topics include the use of channels, layers, brushes, filters, typography, color, gradients, and adjustments. Emphasis is placed on gaining creative control over every step in the creative process as well as efficient practices in handling the program. The techniques covered in this course can be applied to various digital media output methods including print design, Web design, 3D animation, and digital video.

**GCOM 295 Independent Studies in Graphic Communication 1-3 Units**

*Prerequisite: None.*

*Hours: 36 hours LEC; 162 hours LAB*

This course allows students to have a learning experience in the areas of graphic design, Web design, motion, animation, 3D modeling, or game design that is not currently covered by other course curriculum. Students will gain new skills, a real-world experience, and portfolio pieces while independently studying under the advisement of a current Graphic Communication faculty member.

**GCOM 299 Experimental Offering in Graphic Communication .5-4 Units**

*Prerequisite: None*  
*Hours: 90 hours LEC*  
 See Experimental Offerings

**GCOM 305 History of Graphic Design 3 Units**

*Prerequisite: None.*  
*General Education: CSU Area C1; IGETC Area 3A*  
*Course Transferable to UC/CSU*  
*Hours: 54 hours LEC*

This course surveys the history of visual communication, design's sociopolitical and cultural contexts, and the artistic and technological characteristics of various movements. Students gain a broad understanding of design and its dynamic past to discover inspiration for the present. Students conduct research, propose, and create a project inspired by the designers and movements studied.

**GCOM 313 Digital Layout I 3 Units**

*Prerequisite: None.*  
*Course Transferable to CSU*  
*Hours: 36 hours LEC; 54 hours LAB*

This course is an introduction to graphic design principles related to page layout, composition, and electronic publishing, utilizing an industry-standard software. Students will discover how to effectively utilize the software, the design process, and critical thinking skills to create print projects such as brochures, publications, advertising, business systems, and a variety of other digital materials that follow basic layout and design principles.

**GCOM 314 Digital Layout II 3 Units**

*Prerequisite: GCOM 313 with a grade of "C" or better, or equivalent*  
*Course Transferable to CSU*  
*Hours: 36 hours LEC; 54 hours LAB*

This is an in-depth course covering advanced creative layout, production, and electronic publishing in the graphic design industry. Utilizing industry-standard software and process, students will conceive and produce dynamic portfolio-quality projects. Topics include brand and identity design, advertising design, typography, grid, color theory, composition, multipage publication design, brochure and packaging layout, Gestalt principles, basic interactive media design, book design, working with clients, and working with professional printing services.

**GCOM 319 Print and Multimedia Publication Design I 3 Units**

*Prerequisite: GCOM 313 (Digital Layout 1) with a grade of "C" or better, or equivalent.*  
*Course Transferable to CSU*  
*Hours: 36 hours LEC; 54 hours LAB*

This course introduces beginning level newspaper, magazine, web, and multimedia publication design. Students will learn how to design and produce the award-winning Sacramento City College school newspaper, the bi-annual student magazine, and their accompanying web sites and multi-media content. Using fundamental design concepts and theory involving grid, page layout, typography, and visual communication, students will work alongside journalism, photography, and intermediate – and advanced-level design students to produce a variety of content. This course offers an opportunity to build a portfolio and gain experience while working on real-world projects.

**GCOM 320 Print and Multimedia Publication Design II 3 Units**

*Prerequisite: GCOM 319 with a grade of "C" or better*  
*Course Transferable to CSU*  
*Hours: 36 hours LEC; 54 hours LAB*

This course examines intermediate-level newspaper, magazine, web, and multimedia publication design. Students are responsible for the design and production of the award-winning Sacramento City College school newspaper, the bi-annual student magazine, and their accompanying web sites and multimedia content. Using fundamental design concepts and theory involving grids, page layout, typography, and visual communication, students will work alongside journalism and photography students and beginning – and advanced-level design students to plan and produce a variety of content. This course offers an opportunity to build a portfolio and gain experience while working on real-world projects.

**GCOM 321 Print and Multimedia Publication Design III 3 Units**

*Prerequisite: GCOM 320 with a grade of "C" or better*  
*Course Transferable to CSU*  
*Hours: 36 hours LEC; 54 hours LAB*

This course examines advanced level newspaper, magazine, web, and multimedia publication design. Students are responsible for the planning, art direction, and production management of the award-winning Sacramento City College school newspaper, the bi-annual student magazine, and their accompanying web sites and multi-media content. Using fundamental design concepts and theory involving grids, page layout, typography, and visual communication, students will work alongside student editors and beginning – and intermediate-level design students to plan and produce a variety of publication content. This course offers an opportunity to build a portfolio and gain experience while working on real-world projects.

**GCOM 330 Digital Imaging I 3 Units**

*Prerequisite: None.*  
*Course Transferable to UC/CSU*  
*Hours: 36 hours LEC; 54 hours LAB*

This introductory course covers the core concepts associated with digital imaging. Adobe Photoshop is used for creating, manipulating, and enhancing digital images for print and screen-based media. Students learn how to effectively use this software in a graphic design environment, planning and carrying out professional digital imaging projects. This course introduces both basic visual design concepts and a comprehensive understanding of digital workflow, providing the student with a foundation for print, web, interactive, animation, and game design projects.

**GCOM 331 Digital Imaging II 3 Units**

*Prerequisite: GCOM 330 with a grade of "C" or better or equivalent.*  
*Course Transferable to CSU*  
*Hours: 36 hours LEC; 54 hours LAB*

This course centers on graphic design process and production employing advanced image editing techniques using the current version of industry-standard software. In addition to learning advanced capabilities, students will learn how to alter existing images realistically, creatively apply techniques to original artwork and images, visually communicate ideas and messages successfully, and prepare and present their projects to meet professional industry standards.



**GCOM 332 Digital Imaging III 3 Units**

*Prerequisite:* GCOM 330 with a grade of “C” or better, or equivalent  
*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

This course centers on advanced digital imaging and image editing techniques for Internet, user interface, 3D, and video applications, using the current version of industry-standard software. Students will learn advanced capabilities such as how to alter existing images realistically, creatively apply techniques to original artwork and images, prepare static and animated graphics for use in a variety of digital media, import and alter 3D and video images, visually communicate ideas and messages successfully, and prepare and present their projects to meet professional industry standards.

**GCOM 340 Digital Illustration for Graphic Design I 3 Units**

*Prerequisite:* None.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

This is an introductory course engaging students in theories of form making, design research, composition, and typography using the medium of digital illustration. Course projects encourage students to experiment, work within creative and technical limitations, and communicate visually. Additionally, students learn how digital illustrations are created, are exposed to a variety of different illustration styles, practice contemporary design methods and thinking, and study a designers’ use of digital illustration as a communication tool. This course offers students several processes for designing original graphics and illustrations for graphic design.

**GCOM 341 Digital Illustration for Graphic Design II 3 Units**

*Prerequisite:* GCOM 340 with a grade of “C” or better; or equivalent  
*Advisory:* ART 300 with a grade of “C” or better; or equivalent.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

This course builds upon the thinking and making skills developed in GCOM 340 and takes an in-depth look at applying digital illustration tools to graphic design investigations. The course work encourages students to experiment and communicate with digitally illustrated and typographic form making. Topics include color, typography, composition, visual theme, drawing technique, and understanding the offset and digital printing processes. Students complete the course with several professionally designed, original illustrations for their portfolios.

**GCOM 343 Graphic Design I 3 Units**

*Prerequisite:* None.

*Advisory:* GCOM 313 or GCOM 340 with a grade of “C” or better or equivalent

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

This course prepares students pursuing a career in the graphic communication fields with an in-depth exploration of the principles of graphic design. Strong emphasis is given to the development of visual acumen. Specific focus will be on design and gestalt principles; integration of text and image on the two-dimensional page; and introduction to typographic exploration. This course is a foundation course for all design students and explores interactivity across all forms of visual communication. This course is relevant to students studying graphic design, Web design, and computer animation.

**GCOM 345 Graphic Design II 3 Units**

*Prerequisite:* GCOM 343 with a grade of “C” or better  
*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

This is an in-depth graphic design course focusing on explorations in page layout design, image creation, and design research. Students will apply knowledge from GCOM 345 and use hand construction techniques to design projects containing “real world” and experimental challenges. Students will develop and follow graphic design processes, resulting in several new portfolio pieces. Topics include branding, experimental image creation, multi-page publication design, book binding, constructive critique, sustainable design, and proper planning for a graphic design project.

**GCOM 347 Typography I 3 Units**

*Prerequisite:* GCOM 313 or 340 with a grade of “C” or better  
*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

Typography is the most essential ingredient for successful graphic design, including print, web, and all other new media. This introductory course serves as an essential primer for graphic designers in understanding the history and core principles of typography.

**GCOM 349 Professional Practice and Portfolio 3 Units**

*Prerequisite:* Prior to taking this course, a student will need to have produced at least five finished works to use in the creation of their portfolio.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

This course prepares students pursuing occupations in digital media arts and related technologies, including graphic design and communication, web design, user interface design, 3D animation and modeling, and game design, with a portfolio of work, career skills, and knowledge of industry practices essential to these fields. Topics include: organization and physical preparation of a portfolio of work, applying to a four-year college or design program, job and internship searches, soliciting and performing freelance work, setting up a studio, working in an existing firm, developing client relationships, self-promotion, and other resources. Using a combination of lectures and guests from the industry, this course will offer practical advice and philosophical guidance toward gaining a rewarding career in the many digital media and design fields.

**GCOM 360 User Interface Design 3 Units**

*Prerequisite:* GCOM 330 with a grade of “C” or better; or equivalent; or concurrent enrollment in GCOM 330.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

This course introduces the fundamentals and principles of contemporary user interface and website design and the current process and technologies used. The course will provide students with the basics of Web literacy, site and interaction development, information architecture, accessibility, user experience and usability testing, wireframes, prototypes, visual design principles, and process. Students will also create a content management system-based website. This course is a prerequisite for GCOM 361.

**GCOM 361 Web Design I 3 Units**

*Prerequisite:* GCOM 360 with a grade of "C" or better

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

Students will explore theory and processes involved in designing various types of websites using an industry-standard CMS (content management system). Through a series of incremental lectures, reading, and assignments, students will explore theory and processes involved in online communications and integration of online tools, culminating in the development of a live / functional website. This course provides an overview of HTML and CSS, usability (UI/UX), project and client management, preparing images for screens, marketing via social media, prototyping, and responsive design. Students will be required to have or purchase web hosting and a domain name (\$50-\$75). This course is a prerequisite for GCOM 362.

**GCOM 362 Web Design II 3 Units**

*Prerequisite:* GCOM 361 with a grade of "C" or better and CISW 320 with a grade of "C" or better, or proof of equivalent experience using HTML and CSS.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

In this course, career-minded students will explore advanced concepts of website communications, applying user-centered design principles to improve interactive features. Using an industry-standard CMS (content management system), students will learn to add extensions to the core features, advanced theme customization with CSS, child themes, and customized functions and layouts. Students will improve interaction with users through social media and email marketing, eCommerce, advanced forms and surveys, targeted SEO, and event calendars. Students who complete this course will have the ability to create and manage complex website systems and tools. Students will be required to have or purchase Web hosting and a domain name (\$50-\$75).

**GCOM 390 Motion Design I 3 Units**

*Prerequisite:* None.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

This course introduces the student to creating and animating 2D motion graphics using industry-standard applications. Students will explore the tools and techniques needed to produce motion graphics and animations for television, film, and the web. Topics will include a basic overview of motion design principles, 2D animation practices, audio integration, advanced video effects, and the technical challenges of working with video and film materials.

**GCOM 400 Introduction to the Principles of Animation 3 Units**

*Prerequisite:* None.

*Advisory:* ART 300 or ART 304 with a grade of "C" or better or equivalent.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

This course introduces students to the animation industry: a historical perspective, industry overview, and the principles and theory that guide animation. The principles of animation are emphasized through lecture and the use of 2D drawing tools. Students learn the animation production process and industry trends. Students work on hands-on projects creating 2D animations. A grade of "C" or better is required in the course in order to take GCOM 401.

**GCOM 401 Introduction to Computer Animation 3 Units**

*Prerequisite:* GCOM 400 with a grade of "C" or better or equivalent course.

*Advisory:* ART 304 with a grade of "C" or better.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

Students are introduced to the creation of 3D animation using the personal computer. The principles of animation and the use of 3D animation tools are emphasized through lecture and hands-on projects. Students experience the animation production process and are exposed to industry trends. Students work on projects creating 3D animations, animatics, and short films.

**GCOM 402 Beginning 3D Modeling and Rigging 3 Units**

*Prerequisite:* None.

*Advisory:* GCOM 341, GCOM 400, and ART 304 with grades of "C" or better.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

This course introduces the student to 3D modeling and character rigging using industry standard 3D modeling software. Through exercises and hands on projects, students explore concepts, principles, and techniques in 3D modeling and character rigging.

**GCOM 410 Advanced Computer Animation 3 Units**

*Prerequisite:* GCOM 401 or 402 with a grade of "C" or better

*Advisory:* GCOM 400, GCOM 341, ART 304, and TAFILM 330 with grades of "C" or better.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

This course consists of a hands-on study of the challenging subject of computer animation. Areas of focus include advanced 3D modeling, rigging, and character animation using industry standard software, as well as the synchronization of voice, sound effects, and music. Students will explore advanced techniques in camera tracking, photo realistic rendering, compositing, and video publication. The animation production process and principles of animation will be reinforced throughout this course.

**GCOM 420 Video Game Design 3 Units**

*Prerequisite:* None.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

This introductory course to video game design studies the art, technology, and science involved in the creation and development of computer games. The course covers video game history, game theory, design of computer-based games, delivery systems, development cycle, case studies, ethical and social issues, and emerging technologies and trends. This course emphasizes the understanding and the interdisciplinary nature of video game design; this course is not a computer programming course.

**GCOM 424 Video Game Art 3 Units**

*Prerequisite:* GCOM 402 with a grade of "C" or better

*Advisory:* GCOM 360

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

In this course, students will explore the production of video game graphics. The course follows the role of the video game artist through the game development process. Using industry standard graphic software, students will develop and refine three-dimensional video game assets. Topics covered include concept art, understanding and developing game assets, and troubleshooting. The artistic side of video game design will be emphasized; this course is not a computer programming course.

**GCOM 426 Video Game Level Design 3 Units**

*Prerequisite:* GCOM 424 with a grade of "C" or better

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

In this course, students will explore the art of video game level design. The course follows the level designer through the game development process. Using industry standard software, students will develop and refine a three-dimensional video game level. Topics covered include theme, audience, mood, player challenges, level narrative, puzzle design, diagram design, template creation, play-testing, and troubleshooting. The artistic aspects of game design will be emphasized; this course is not a computer programming course.

**GCOM 490 Graphic Communication Studio I 3 Units**

*Prerequisite:* GCOM 313 and either GCOM 340 or GCOM 330 with a grade of "C" or better or equivalents – OR – GCOM 360 or GCOM 361 with a grade of "C" or better or equivalent – OR – GCOM 400 or GCOM 402 with a grade of "C" or better or equivalent.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

Graphic Communication Studio introduces career-driven design students to producing real-world graphic design, Web design, or animation projects for non-profit organizations and the Sacramento community. Through lecture, demonstration, client meetings, and group brainstorming sessions, students will have the opportunity to develop a portfolio of completed projects. Students will also experience deadlines, the client-designer relationship, how to set pricing for projects, and strategies for presenting concepts and design work to a team and client.

**GCOM 491 Graphic Communication Studio II 3 Units**

*Prerequisite:* GCOM 490 with a grade of "C" or better

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

Graphic Communication Studio II introduces intermediate-level skills to career-driven design students. Through lecture, demonstration, client meetings, and group brainstorming sessions, students will have the opportunity to develop a portfolio of completed projects. Students will also experience deadlines, the client-designer relationship, setting prices for projects, and how to present concepts and design work to a team and client.

**GCOM 493 Graphic Communication Studio III 3 Units**

*Prerequisite:* GCOM 491 with a grade of "C" or better

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

Graphic Communication Studio III introduces advanced-level skills to career-driven design students. Through lecture, demonstration, client meetings, and group brainstorming sessions, students will have the opportunity to develop a portfolio of completed projects. Students will also experience deadlines, the client-designer relationship, how setting prices for projects, and how to present concepts and design work to a team and client.

**GCOM 495 Independent Studies in Graphic Communication 1-3 Units**

*Prerequisite:* None.

*Course Transferable to UC/CSU*

*Hours:* 162 hours LAB

This course involves an individual student or small groups of students in study, research, or activities beyond the scope of regularly offered courses, pursuant to an agreement among college, faculty members, and students. Independent Studies in Graphic Communication offers students a chance to do research and/or experimentation that is more typical of advanced studies in this program.

**GCOM 498 Work Experience in Graphic Communication 1-4 Units**

*Prerequisite:* None.

*Course Transferable to CSU*

*Hours:* 48 hours LEC; 72 hours LAB

This course involves 12 hours of lecture and 18 hours of graphic design, Web design, or animation-related work experience for one unit; 12 hours of lecture and 18 hours of graphic design, Web design, or animation-related work experience can be scheduled for each additional unit. Students are responsible for finding placement or may use internship services available on campus.

**GCOM 499 Experimental Offering in Graphic Communication .5-4 Units**

*Prerequisite:* None

*Course Transferable to UC/CSU*

*Hours:* 54 hours LEC; 36 hours LAB

See Experimental Offering. UC transfer credit will be awarded only after the course has been evaluated by the enrolling UC campus. The units completed for this course cannot be counted towards the minimum 60 units required for admissions.