

# Graphic Communications (GRC)

## Course Descriptions

### **GRC 98 • Macintosh Basics (1 credits)**

Introduction to the basic functions of the Macintosh computer, including Macintosh Operating System, hardware, software and AppleWorks business/graphics suite. This class is designed for the computer novice interested in learning more about the Macintosh computer for personal use or for the entry into the graphic communications/digital media program. Grading is pass/withdraw.

### **GRC 107 • Design Fundamentals (3 credits)**

Foundation course in the application and appreciation of the basic principles and elements of design, including form, shape, value and spatial relationships. Emphasis will be placed on developing creative skills and working with the design process. Challenge by portfolio is available.

### **GRC 109 • Color and Design (3 credits)**

Color theories, color technologies and the applications of color in art and design. Intermediate, two-dimensional design problems focusing on the compositional, optical and psychological aspects of visual communication.

### **GRC 110 • Rendering and Illustration (3 credits)**

Foundation course for developing basic skills and techniques in visualizing and rendering images in 2D and 3D presentations. Projects will focus on manual techniques and their applications in print and digital media. Challenge by portfolio is available. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

### **GRC 111 • History of Visual Communications (3 credits)**

Lecture course on the history of visual communications from European cave paintings to the present. Special emphasis will be placed on the Roman Empire, the Renaissance, the Industrial Revolution and the 20th century. The class will focus on the impact of communication and technology on society and its influences on the shaping of civilization. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

### **GRC 118 • Computer Graphics/Print Media (3 credits)**

Prerequisite: GRC 107 and GRC 109, or approval of instructor.

Foundation course that introduces computer systems and applications as they relate to graphic communication for print media. Class will present a project-based overview of vector-draw, image manipulation, page layout and electronic publishing software. Challenge exam is available.

### **GRC 119 • Computer Graphics/Digital Media (3 credits)**

Foundation course that introduces computer systems and applications as they relate to graphic communications for digital media. Class will present a project-based overview of content creation, Web design, Web animation, digital video and 3D modeling. Challenge exam is available.

### **GRC 120 • Software Applications-Beginning Photoshop (0.05 - 1 credits)**

Software workshop focusing on beginning techniques and applications of the current version of Adobe Photoshop. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

**GRC 122 • Letterforms (3 credits)**

Prerequisite: GRC 107 or approval of instructor.

Foundation course on creating and manipulating typographic forms for print and digital media. Introduction to the theories and technologies of letterform communication, design and execution. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 123 • Software Applications-Advanced Photoshop (0.05 - 1 credits)**

Software workshop focusing on advanced techniques and applications of the current version of Adobe Photoshop. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

**GRC 124 • Software Applications-Beginning Illustrator (0.05 - 1 credits)**

Software workshop focusing on beginning techniques and applications of the current version of Adobe Illustrator. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

**GRC 125 • Graphics Software (0.5 - 1 credits)**

A variety of short courses in software packages specific to graphic communications and digital media applications. Classes will include current software packages and upgrade-specific training. Verify type of software and level of instruction in current schedule of classes. Grading is pass/withdraw. This course may be repeated for up to eight credits. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 126 • Software Applications-Advanced Illustrator (0.05 - 1 credits)**

Software workshop focusing on advanced techniques and applications of the current version of Adobe Illustrator. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

**GRC 127 • Software Applications-Beginning InDesign (0.05 - 1 credits)**

Software workshop focusing on beginning techniques and applications of the current version of Adobe InDesign. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

**GRC 128 • Software Applications-Advanced InDesign (0.05 - 1 credits)**

Software workshop focusing on advanced techniques and applications of the current version of Adobe InDesign. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

**GRC 129 • Software Applications-Beginning Dreamweaver (0.05 - 1 credits)**

Software workshop focusing on beginning techniques and applications of the current version of Adobe Dreamweaver. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

Communications Degree.

**GRC 130R • Software Applications-Beginning Flash (0.05 - 1 credits)**

Software workshop focusing on beginning techniques and applications of the current version of Adobe Flash. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

**GRC 131R • Software Applications-Premiere/Soundbooth (0.05 - 1 credits)**

Software workshop focusing on beginning techniques and applications of the current version of Adobe Premiere and Soundbooth. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

**GRC 132 • Basic Principles of Animation (3 credits)**

Prerequisite: GRC 107 and GRC 110 or approval of instructor.

Introduction to the principles and techniques of 2D animation. Manual assignments will be completed for output to analog and digital formats for screening and portfolio. Course lectures and discussions will include professional production processes for TV, film, games and the Web, as well as potential strategies to gain employment in the field. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 135 • Storyboarding (3 credits)**

Prerequisite: GRC 107 and GRC 110 or approval of instructor.

Introduction to techniques and strategies for visual storytelling. Visual language and syntax for narrative, non-linear, alternative and experimental storytelling methodologies will be explored. Story structure, character development, style, premise, genre, and format (commercial ad, interstitial, PSA, short, feature, music video, Web, games, etc.) will be discussed. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 144 • Electronic Layout and Typography (3 credits)**

Prerequisite: GRC 118 and GRC 122 or approval of instructor.

Introduction to typography and page layout software. Typographic theory, copy acquisition, proofreading and fundamentals of typographical layout and design. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 153 • Commercial Printing Processes (4 credits)**

Prerequisite: GRC 118 or approval of instructor.

An intermediate course in commercial printing processes including screen printing and offset lithography. Hands-on class will focus on electronic pre-press and printing methods used in commercial printing. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 156 • Computer Illustration (3 credits)**

Prerequisite: GRC 110 and GRC 118, or approval of instructor.

An introductory/intermediate class in the creation and execution of designs and illustrations in the digital environment. Class will focus on vector-draw software, including the tools and techniques required to produce professional-level artwork.

**GRC 175 • Web Design and Publishing I (1 - 3 credits)**

Prerequisite: GRC 119 and GRC 122, or approval of instructor.

Introduction to authoring for the World Wide Web using industry standard software applications. Topics covered include planning, designing and building a Web site, aesthetics, creating and optimizing computer graphics for Web, information architecture, navigation and interactivity, Web publishing, Web hosting and site management.

**GRC 181 • Digital Video I (3 credits)**

Prerequisite: GRC 119 and GRC 135, or approval of instructor.

Introduction to the basic principles and practices of digital video production. The course covers every phase of introductory digital video pre-production, production and post-production processes from idea to final output including: story and concept development, lighting, recording and capturing footage, importing and managing clips, editing methods and creating transitions, special effects, titles and credits, sound design and output to different formats. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 183 • Electronic Imaging (3 credits)**

Prerequisite: GRC 118 or approval of instructor.

An intermediate course in the application of graphics software to create pixel based images using industry standard pixels based software. Class will cover digital camera and scanner operation and emphasize image manipulation and optimization processes for pixel images.

**GRC 184 • 3D Modeling I (3 credits)**

Prerequisite: GRC 110 and GRC 119, or approval of instructor.

Introduction to systems and applications as they relate to digital 3D modeling. Class will focus on character design and execution in a 3D environment, primitive box and organic modeling, texturing, rendering, lighting and production processes. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 188 • Web Animation and Interactivity I (3 credits)**

Prerequisite: GRC 118 and GRC 119, or approval of instructor.

Introduction to animation and interactivity for use in CD-ROM, DVD or Web based interactive documents using industry standard software applications. Course content focuses on planning, design and building animated and interactive digital content. Topics include information architecture, interface design and navigation, introductory programming, drawing, audio, video, and publishing options.

**GRC 198 • Special Topics in Graphic Communications (0.5 - 6 credits)**

Various short courses and experimental classes covering a variety of subjects. The class will be a variable credit of one-half to six credits depending upon class content and number of hours required. The course may be repeated for up to six credits. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 200 • Electronic Production (2 credits)**

Prerequisite: GRC 144 and GRC 153, or approval of instructor.

Preparation of line and tone copy for reproduction. Applications of single and multi-color production art. Computer production processes and preparation of files for proofing and output.

**GRC 244 • Electronic Layout and Typography II (3 credits)**

Prerequisite: GRC 144 and 156 or approval of instructor.

Advanced studio covering typography, graphic design and advertising theories and techniques for print media. Class will focus on creativity and the creative process and how these principles affect communication of ideas. Topics include image/copy interaction, production techniques and the use of type in complex compositions as well as multipage documents. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 256 • Computer Illustration II (3 credits)**

Prerequisite: GRC 122 and 156, or approval of instructor.

An intermediate/advanced class in the creation and execution of designs and illustrations in the electronic environment. Class will focus on vector-draw software and more advanced principles of design to produce artwork for print and digital media. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 275 • Web Design and Publishing II (3 credits)**

Prerequisite: GRC 175 and GRC 183, or approval of instructor.

Advanced Web page design using industry-standard applications. Topics include planning and design, programming, interactivity, behaviors, animation, page weighting, meta tags, databases, Web hosting and site management. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 281R • Digital Video II (3 credits)**

Prerequisite: GRC 181 or approval of instructor.

The second course in the video series which builds upon skills learned in Digital Video I. Intermediate level techniques in non-linear editing, sound design and special effects, including an introduction to motion graphics production, and video compositing, including titles and credits. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 283 • Electronic Imaging II (3 credits)**

Prerequisite: GRC 183 or approval of instructor.

An advanced course in the application of graphics software to create pixel based imagery using industry standard pixel based software. Class will cover advanced image manipulation and optimization processes for pixel images as well as simple based animation and video manipulation. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 284 • 3D Animation I (3 credits)**

Prerequisite: GRC 132, GRC 135 and GRC 184 or approval of instructor.

First class in 3D animation will introduce software interface and usage for animation. Topics include timeline and animation techniques, curve editing, animation controls, kinematics, hierarchies, particle systems and special camera effects. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 287 • 3D Animation II (3 credits)**

Prerequisite: GRC 284 or approval of instructor.

Second class in 3D animation will develop more advanced techniques in character modeling and animation. Topics include character motion, rigging, application of animation controls, kinematics, hierarchies from GRC 284, scene layout and control, and production/export processes for video and multimedia distribution. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 288 • Web Animation and Interactivity II (3 credits)**

Prerequisite: GRC 188 or approval of instructor. GRC 135 recommended.

Advanced animation and interactivity for the Web and CD-ROM using Macromedia Flash. The course extends the skills acquired in GRC 188: Web Animation and Interactivity I, and emphasizes methodology and problem solving. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 290 • Internship in Graphic Communications (1 - 8 credits)**

Supervised work experience with a selected graphic communications business, dependent upon students selected major emphasis. Course is designed to apply knowledge to real on-the-job situations in a program designed by a company official and a faculty advisor. Available to students entering their last semester of instruction for the GRC associates degree. Contact the department advisor for application, screening and required skills evaluation. 75 hours on the job per credit. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 294 • Professional Portfolio (1 - 3 credits)**

PR: Minimum 24 credits of GRC classes or approval of instructor.

Development of a portfolio for employment in the graphic communications or digital media or transfer to a four-year program. Class will deal with the professional and legal requirements of working in the graphic communications or digital media industry. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 298 • Special Problems in Graphic Communications (0.5 - 6 credits)**

Selected advanced topics and workshops relating to specific areas of graphic communications. The class will be a variable credit of one-half to six credits depending upon class content and number of hours required. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

**GRC 299 • Independent Study (1 - 2 credits)**

This course is designed for advanced students to pursue work in a specific area of graphic communications. Students must submit a written proposal which becomes a contract for the course of study. Students must meet with a faculty advisor on a regular basis. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).