



Program Description

Gallery of Student Work

Degree & Certificate Programs

AAS in Graphic Communications
Certificate in Computer Graphics
Certificate in Digital Media
Certificate in Imaging Technologies

Course Descriptions

Graphic Design Courses
Printing Courses
Digital Media Courses
Art Courses
Computer Information Tech Courses

Course Schedule

Web-Reg Online Registration

Open Lab Schedule

Professor Biographies & Pages

Dan Bouweraerts
Jeff Hogan
Michael Ganschow-Green
Weston Lee
Ron Marston
Brian Wells

Truckee Meadows Community College Graphic Design Program

Visual communications has fallen under many different names over the years, including commercial art, graphic design, advertising design, magazine and newspaper layout, paste up and production, printing, graphic arts and graphic communications. The bottom line is if you want to learn how to create, produce and reproduce visual graphics that communicate to an audience, then graphic communications is for you. TMCC's graphic communications program teaches the theories and applications necessary to get a job in this exciting field.

And, with the development of Web site design, multimedia/digital video production, interactivity 2D and 3D animation, the program has grown to include many of these areas called digital media. The program uses the most popular graphics software, including InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver, Fireworks, Flash, Final Cut, Lightwave and Swift 3D software. Our computer labs are equipped with the latest PowerMac G5 and Mac Duo Intel computers with support scanners, black and white and color printers, and a complete prepress/print shop facility.

Competency-based Program

You, as a learner, are the most important part of instruction. In performance-based instruction, we carefully identify what you need to be able to do as a result of an instructional experience. Next, we determine how you can show that you have learned these skills. Finally, we plan learning activities that will help you develop the skills.

Performance-based Instruction

1. What you will learn is based on the skills you will need rather than on outlines of information.
2. You can plan how to invest your time and energy. To help you do that, we tell you right up front what you will learn, how we expect you to show when you have learned, and how you may go about learning.
3. You know the standards for evaluation before the performance test. You earn a grade according to how well you perform the skills rather than according to how well others in the class perform. You are not graded on a curve.
4. You are actively involved in the learning. We design learning activities and assignments that teach you to solve problems and to learn on your own.
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Truckee Meadows Community College Graphic Design Courses

GRC 107 • DESIGN FUNDAMENTALS (3.0 credits)

Prerequisite: None. Challenge by portfolio is available.

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 (3.0 credits)

Prerequisite: GRC 107/ART 107 or approval of instructor. GRC 103 recommended. Challenge exam by portfolio is available.

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 110B • RENDERING AND ILLUSTRATION (3.0 credits)

Prerequisite: None. Challenge by portfolio is available.

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.

GRC 111B • HISTORY OF VISUAL COMMUNICATIONS (3.0 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.

GRC 122B • LETTERFORMS (3.0 credits)

Prerequisite: GRC 107, GRC 109 and GRC 110B 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.

GRC 125B • GRAPHICS SOFTWARE (0.5-1.0 credits)

Prerequisite: Variable based on level of software.

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.

GRC 135B • STORYBOARDING (3.0 credits)

Prerequisite: GRC 107, GRC 109 and GRC 110B 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.

GRC 144B • ELECTRONIC LAYOUT AND TYPOGRAPHY (3.0 credits)

Prerequisite: GRC 107, GRC 109 and GRC 110B or approval of instructor.

Introduction to typography and page layout software. Typographic theory, copy acquisition, proofreading and fundamentals of typographical layout and design.

GRC 156 • COMPUTER ILLUSTRATION (3.0 credits)

Prerequisite: GRC 118 and GRC 122B 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

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Dan Bouweraerts *Graphic Design & Typography*

Education

BS in Graphic Design, California Polytechnical University, San Luis Obispo, Ca - 4 BCE
MS in Education, University of Nevada, Reno - 2009
PhD in Theatre Arts, College of Hard Knocks, Reno - ongoing

Experience

Began working in graphic design when the only tools were a chisel and hammer; worked as a scribe supervising the work of Benedict of Nursia, then instructed Benedict to build the monastery for which he is remembered at Monte Cassino in 529; was the uncredited designer of the first printing press, the plans for which were stolen from him by Johann Gutenberg in 1439; was an uncredited contributor to the development of Nicolas Jenson's "original" roman font in 1470; was the uncredited designer of the roman type attributed to Claude Garamond in 1592; worked with William Caslon for 14 years creating the stable of typefaces on his specimen sheet issued in 1734; in a dark period, worked with Robin Nicholas and Patricia Saunders in the development of the typeface Arial in 1982, a collaboration he denies to this day; worked at Prismacolor in the development of their permanent markers, but quit over creative differences when other designers insisted on creating more colors than Black, 80% Gray, 50% gray and 20% gray; uncredited inventor of the t-square, the 12" plastic 30/60 triangle with beveled edges, and Studio-Tac.

Classes

GRC 107, GRC 118, GRC 119, GRC 144B, GRC 156