**Mohawk Valley Community College**

**Utica and Rome, New York**

**Course Outline**

**GD199 Graphic Design 2: Advanced Design Studio C-1, P-4, Cr-3**

**Prerequisite:** GD198

 **Course Description:**

This course expands on the practices and theories of the creative design practice. Students build on the topics discussed and implemented in GD198. Understanding and application of current software is expected in this intermediate course to achieve professional results. Traditional and digital problem-solving techniques will be explored within the creative studio environment. Additional time may be spent further exploring and expanding on techniques and tools learned previously.

**Student Learning Outcomes**:

Upon the successful completion of this course, the student will be able to:

* Produce multi-page layouts.
* Select and specify appropriate type for projects.
* Produce a comprehensive rough and fill out a project specification: copy, text, imagery and format.
* Select and convert Pantone Colors to CMYK
* Convert copy and graphics so that the finished piece closely resembles the approved layout.
* Scan, retouch, and import images into a document.
* Produce vector based art.
* Store and save files correctly for retrieval.
* Scale copy to size for reproduction.
* Perform a preflight and print out report.
* Discuss color separation techniques with 4-color process printing.
* Learn the process of screen printing and dye-sublimation printing.

## Major Topics:

* Computer Hardware and Software
* Photo Manipulation and CMYK Conversion
* File Formats
* Pantone Color Selection and CMYK Conversion
* Copy Preparation (copy fitting, scaling, and scanning)
* Pre-press Proofing (digital, manual)

reviewed July 2023