



ACOM 2110

Division: Career and Technical Education

Department: Art and Graphic Communications

Course: ACOM 2110

Title: Advanced Electronic Imaging

Catalog Description:

This is a competency based course of study. Students will use the *QuarkXpress* program, computers, laser printers, and scanners to develop skills in text and graphic image assembly to produce documents for reproduction.

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3; Lecture: 2; Lab: 3

Clock/Hour Requirements: 75

Offered for Non-Credit: No

Prerequisites: ACOM 1110

Corequisites: None

Justification:

This course is approved by the program advisory committee. Similar courses are taught at Dixie College (GCOM 1120) and CEU (ART 1610).

Student Learning Outcomes:

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

- understand the equipment and software necessary to produce documents for reproduction
- perform image assembly of text and graphics using Macintosh computers and laser printers
- develop a terminology of the industry
- understand the ideals for a quality work ethic.

Content:

Course objectives will be accomplished by providing students with experience in the following areas:

- safe lab and equipment use
- startup, program launch, saving document, closing program, and shut down

- text positioning, copy and paste, and printing document
- type attributes
- borders, tints, reversals, and copy fitting
- graphic importing and cropping
- text wrap and spell checking
- letterhead, business card, and envelope format
- six panel, two page, letter fold brochure format
- label format
- 4-page newsletter format
- spot coloring.

General Education Outcomes:

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Students will locate and evaluate materials from a variety of media. Artistic styles and methods are found in a variety of locations, and students must utilize various methods of research in order to effectively gather information

6) Apply computational skills to a variety of contexts.

Measurement of materials and content is required in most media. The concepts of proportion, scale, and the application of these concepts are required for effective performance in the graphic communications field.

Key Performance Indicators:

In class:

- Student evaluation will be determined by quizzes (10%) and tests (10%), assignments (60%), and work ethics(20%).

Following class:

- Upon completion of this course, students will demonstrate success in subsequent courses and on customer projects.

Representative Text and/or Supplies:

- Instructional materials as directed by instructor

Optimum Class Size: 15

Maximum Class Size: 25

Signatures:

I hereby submit this course syllabus:

Jim Puzey, ,

I hereby find this course consistent with the goals and resources of the Art and Graphic Communications Department:

, , , Chair

I hereby find this course consistent with the goals and resources of the Career and Technical Education Division:

Michael P. Medley, MBA, Assistant Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)