



## ACOM 1010

**Division:** Career and Technical Education

**Department:** Art and Graphic Communications

**Course:** ACOM 1010

**Title:** Introduction to Graphic Communications

**Catalog Description:**

This course is designed to be an introductory course to the Art and Graphic Communications industry. It provides a basic overview of graphic communications and job outlooks. The basics of color, design, drawing, and typography are studied.

**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:** None

**Corequisites:** None

**Justification:**

This curriculum is approved by the program advisory committee.

**Student Learning Outcomes:**

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

- plan composition through the use of thumbnails, roughs, and comprehensives
- demonstrate knowledge about the various kinds of jobs in the graphic communications field
- demonstrate ability to draw objects utilizing 1-point and 2-point perspectives
- know and use the measuring units of typography
- identify and organize color schemes.

**Content:**

Course objectives will be accomplished by providing students with learning experiences in the following subject areas:

- layout projects

- creating original compositions by developing thumbnails, roughs, and comprehensives
- job opportunities in the graphic communications field
- typography and designs using type
- color schemes.

### **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.

8) Apply ethical reasoning to a variety of contexts.

Issues of copyright, plagiarism, and ethical work practices are key components in this course. Students will understand the value of utilizing one's own thoughts and ideas instead of those produced by others.

9) Respond with informed sensitivity to an artistic work or experience.

Graphic communications students must become familiar with the standards, styles, and forms in a variety of media. This familiarity will allow them to make informed judgments and critiques regarding their own work and that of other artists.

### **Key Performance Indicators:**

#### **In class:**

- Evaluation for this course will come from instructor evaluation (50%), classroom critiques (10%), quizzes (20%), and a final test (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:

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Jim Puzey, ,

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

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, , Chair

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

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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:

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

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Michelle Olsen, MLS, Campus Librarian (Richfield Campus)