

## STANDARDIZED COURSE OUTLINE

### SECTION I

**SUBJECT AREA AND COURSE NUMBER:** CSA 151

**COURSE TITLE:** Presentation Graphics Applications

**COURSE CATALOG DESCRIPTION:**

This course will introduce students to graphics software that uses business data to produce immediate charts and graphs and to the skills necessary to clarify the presentation of the data. Desktop Publishing and other developments in microcomputerized visual communication will be covered. *Formerly listed as CIS 127, not open to students who have successfully completed CIS 127.*

**LECTURE HOURS PER WEEK:** 3

**CREDIT HOURS:** 3

**LAB HOURS PER WEEK (if applicable):** n/a

**PREREQUISITE(S):** CSC\*101, CSA\*105, or permission of instructor

### SECTION II

#### **A. SCOPE:**

This course focuses on the concepts and skills necessary to use Adobe Illustrator and Adobe Photoshop to clarify business data in the form of graphical presentations. The course topics include: visual literacy; working with business data; illustration design and creation using Adobe Illustrator and Adobe Photoshop; and an introduction into visual communication hardware.

#### **B. REQUIRED WORK:**

Will vary by instructor. Students will be expected to do all required readings, assignments, tests, and quizzes as outlined by their instructor.

#### **C. ATTENDANCE AND PARTICIPATION:**

Regular attendance, assignment submission timeliness, promptness and class/lab participation will be expected. Instructors will include specific attendance and participation policies requirements in their class syllabi.

#### **D. METHODS OF INSTRUCTION:**

Methods may include any of the following: lecture, lecture/discussion, small group, collaborative learning, experimental/exploration, distance learning, student presentations, computer demonstrations, or use of technologies such as audio-visual materials, and computer laboratory equipment. Emphasis will be on hands-on computer exercises and problems.

#### **E. OBJECTIVES, OUTCOMES, and ASSESSMENT**

Students' grades will be based on achievement of learning the objectives and outcomes listed below as measured by the instructor's methods of assessment:

<b>LEARNING OBJECTIVES</b>	<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT METHODS</b>
<b>To demonstrate an understanding of:</b>	<b>Student will:</b>	<b>As measured by:</b>
Visual literacy	a) Identify and utilize various types of graphs and charts b) Select an appropriate visual format which presents data in a clear manner c) Determine appropriate amount of information to include in a visual illustration	<ul style="list-style-type: none"> <li>• Homework/Lab assignments;</li> <li>• Written and Oral activities;</li> <li>• Drawing and Sketching activities;</li> <li>• Quizzes and Exams;</li> <li>• Projects and Presentations</li> </ul>
Working with business data	a) Explain the purpose and use of business slide show graphics b) Access and import business data c) Use visual literacy concepts learned to best represent business data in a graphical form	<ul style="list-style-type: none"> <li>• Homework/Lab assignments;</li> <li>• Written and Oral activities;</li> <li>• Drawing and Sketching activities;</li> <li>• Quizzes and Exams;</li> <li>• Projects and Presentations</li> </ul>
Illustration design and creation using Adobe Illustrator and Adobe Photoshop	a) Distinguish between Adobe Illustrator software and Adobe Photoshop software b) Design, create, edit, print, and save visual illustrations c) Import and export visual illustrations	<ul style="list-style-type: none"> <li>• Homework/Lab assignments;</li> <li>• Written and Oral activities;</li> <li>• Drawing and Sketching activities;</li> <li>• Quizzes and Exams;</li> <li>• Projects and Presentations</li> </ul>
An introduction into visual communication hardware	a) List examples of visual communication hardware b) Identify and define “digitizers”, “graphics monitors”, and “printers”	<ul style="list-style-type: none"> <li>• Homework/Lab assignments;</li> <li>• Written and Oral activities;</li> <li>• Drawing and Sketching activities;</li> <li>• Quizzes and Exams;</li> <li>• Projects and Presentations</li> </ul>

#### **F. TEXT(S) AND MATERIALS:**

Appropriate Adobe Illustrator and Adobe Photoshop texts, such as:

**Text:** Adobe Illustrator (*current edition*)

**Author:** Botello

**Publisher:** Course Technology

**Text:** Adobe PhotoShop (*current edition*)

**Author:** Reding

**Publisher:** Course Technology

#### **G. INFORMATION TECHNOLOGY:**

This course is an information technology course and will require extensive computer lab time both for teaching and performing assignments. Students will require network accounts with access to current versions of Adobe Illustrator and Adobe Photoshop as well as file storage space.