COMMUNICATION TECHNOLOGY

In addition to applying to Palm Beach State College, declaring the appropriate Palm Beach State award program code:

**College Credit Certificate in:**

| Web Design (CCC 6023) |

**Associate Degree in:**

| Graphic Design Technology (AS 2011) |

and completing specific high school CTE courses with a grade of B or higher, the following assessment will be made for the awarded courses below:

**GRA2100C- Introduction to Macintosh Graphics** (3 credits)

**Course Description:** An introductory course in the use of the Macintosh computer as a graphic design tool. The student will learn how to navigate on a Macintosh and take advantage of its operating software features. Care and maintenance will also be covered, as well as the basics of three mainstream graphics applications.

**Course Learning Outcomes:**

- Manipulate Mac OS.
- Organize digital files on a server.
- Demonstrate ability to follow directions.
- Create projects in software used for illustration, image editing and page layout.
- Use font management software.
- Demonstrate ability to mount projects professionally.
- Demonstrate/use current technology.
- Demonstrate ability to print in a laser printer.

**Assessment:**
Verify proof of Adobe Photoshop Certified Expert (ADOBE005) or Adobe Dreamweaver Certified Associate (ADOBE010), submission of an acceptable project portfolio and completion of course prerequisites ART1201C and ART1300C

**Project Portfolio Overview** - Portfolio should consist of 10-12 samples of a range of Graphic Design marketing solutions. These samples could include but not limited to:

- Poster Design
- Cover Designs; exploring shapes.
- Cover Design exploring patterns or textures
- Beginning phase of a branding system including a logo.
- Face design of a simple package.
- Basic product promotion
- Self promotion
- Web Design/ first two pages
- Newsletter masthead design
- An inventive Christmas card
- Full page ad any product

When student completes the assessment process they should return to the contact person for the Career Pathway Agreement being followed to finish the credit award process.
All portfolio projects should be created electronically using any of the following software: Photoshop, Illustrator, InDesign or Dreamweaver. Work will be evaluated based on solid design principles and clear visual communication.

Portfolio evaluation done by:

<table>
<thead>
<tr>
<th>Title</th>
<th>Name</th>
<th>Phone</th>
<th>Campus</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department Chair/Fine Arts, Graphic Design, Multimedia Arts</td>
<td>Martin, Victoria</td>
<td>868-3924</td>
<td>LW</td>
<td>TC-122</td>
</tr>
</tbody>
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