

COCONINO COMMUNITY COLLEGE

COURSE OUTLINE

Prepared by: Jean Cray and Dave Bowman
Revised by: Dave Bowman
Assessment added: Dave Bowman
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Spring 2007
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A. Identification:

1. Subject Area: Computer Information Systems
2. Course Number: CIS 128
3. Course Title: Introduction to Presentation Graphics
4. Credit Hrs: 3
5. Catalog Description:

This course is designed as an introduction to graphic print and publication skills using graphic presentation and desktop publishing software for business applications. Students will learn the principles of basic visual design. They will create, modify, enhance, and present a graphic slide presentation that includes special effects and animation. Using desktop publishing software students will create professional publications including promotional documents, newsletters, brochures, booklets, and flyers. Prerequisite: CIS 102, CIS 120, or consent of instructor. Three lecture. May be taken for S/U credit.

B. Course Goals:

To provide students with knowledge and skills to become highly competent users of graphic presentation software and publication software. Students will combine text and graphic elements to produce professional quality graphic presentations, quality documents, and publications.

C. Course Outcomes:

Students will:

1. Explain the fundamentals of business graphic design.
2. Understand why typography is the key element in graphic design.
3. Identify principles related to using illustrations and photographs in graphic designs.
4. Compile a checklist of ways to generate ideas for graphic design
5. Differentiate between illustrations and photographs and describe the sources of each.
6. Contrast pictures that are related to the text with pictures that are unrelated decorations
7. Identify placement guidelines for illustrations and graphics
8. Plan, create, and edit an effective graphic slide presentation.
9. Draw, modify and edit objects within a presentation.
10. Integrate, arrange and format text within a presentation.
11. Arrange clip art, web graphics, charts, diagrams and graphs within presentations.
12. Apply special effects and animation techniques to enhance presentations.
13. Manipulate and import graphic elements into printed documents.
14. Design page layouts using appropriate text and graphic elements for print documents.
15. Understand use of frames, tabs, and special characters.

16. Format paragraphs, tables and lists.
17. Apply style sheets, master pages, tables of contents, and indexes.
18. Demonstrate the use of transparency as a graphic element.

D. Course Outcomes Assessment:

Will include:

1. Create a tri-fold brochure and a newsletter using no templates
2. Create a Graphical Presentation which includes all course rubric items

E. Course Content:

Will include:

1. Work within a Windows environment.
2. Identify basic principles of design applicable to print and non-print documents.
3. Demonstrate basic techniques, and skills needed to create slides with special effects, animation and transition elements for presentations.
4. Design page layouts and produce professional quality printed documents and publications