

Canguo Liu, ART 266

Graphic Design

Design anything

Introduces principles and processes used in the creative and practical exploration of visual communication. Topics may include digital layout, graphics, illustrations, photography, web & UX, animation and video. Advisories: Art 256 and/or Art 255



Design anything you can imagine.

*Weekly schedule subject to changes



Illustrator Illustration

Week1 - 3

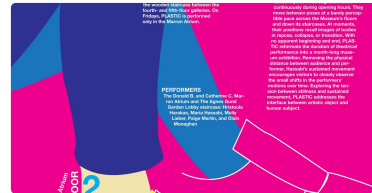
Build illustration, logos and social post.



Photoshop, Photography

Week 4- 6

Creative digital images enhancement



Layout Design

Week 7-9

Create page layout and learn typography.



XD and UX

Week10-12

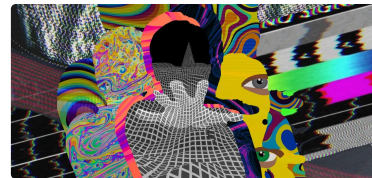
Build experience and works in UX fields.



New Dimension

Week 13-15

Exploring the possibilities of 3D, AR world.



After Effects Motion Design

Week 16-18

A touch of how motion graphics work.

Contact & Office Hours

Instructor

Canguo Liu
c4xd.com

Contact

Canguo_liu@cuesta.edu
[Canvas Message](#)

within 24 hours weekdays

Online office hours are appointment based

Lab 7138

a newly upgraded lab that provides the latest digital tools for design and art!

Studio Hours (Projects)

Tuesday, Wednesday
3-4pm

Office Hours (In-Person)

Mon. - Thursday - 8-9 am
Monday 3-4pm

7137 or 7130

In-person and synchronous

In-person requires meetings in the lab.

ART 266 Learning Outcomes

Apply basic design principles and elements of visual communication to graphic design projects.

Create graphic design work using the tools, materials, and techniques of industrial standards.

Analyze and apply inspiration, ideas, and techniques from contemporary and historical graphic design work.

ART 266 Course Objectives

Analyze basic visual communication practices. Apply basic typography, font categories and characteristics.

Apply basic design principles and elements of visual communication to graphic design projects

Create graphic design work using the tools, materials, and techniques of industrial standards.

Analyze and apply inspiration, ideas, and techniques from contemporary and historical graphic design work.

ART 266 Topics & Scope

Use of industry standard software for the creation of digital graphics, peripheral computer equipment, terminology and use of capitals, underlining, kerning, tracking, leading, special characters, apostrophes, dashes.

History, evolution, and characteristics of type, old-style, modern, slab serif, sans serif, script, decorative.

Visual elements and principles of design specific to graphic communication.

The history and practice of professional design, the history of the printing process, offset printing, copying, using the computer, the creative process.

Use of industry standard computer software, cutting and pasting, mock-ups, paper types, matting and display, proofing, color and color theory, file formats.

Pre-press, printing processes, raster, vector, web and user interface processes, file saving and transferability, service bureaus

THINGS SHOULD KNOW

Information, Policies and Support

Online only content show as red icons



Graphic Lab 7138

For in-person classes, we have designated the 7138 lab near Cuesta Gallery as the location. Each student will be assigned a computer device in the lab, which should be returned to the charging rack before leaving. The lab has been redesigned to offer flexible seating options, allowing you to sit or stand anywhere within or near the lab.



Difficulty Level

Our course content is designed to be at a moderate-easy difficulty level, taking into consideration that you may be a relative beginner when it comes to using certain applications for the first time. We provide comprehensive instruction and support to ensure a smooth learning experience for all students.



Grading

Canvas grading is not always equals your grade. Final Portfolio is key to success in a creative class. In-person classes don't use Canvas Grading. Read [Cuesta Grading Policies](#).



Textbook

No textbook is required. We use a public website, our recorded demo videos, instruction pages and other digital resources.



Accommodations

Course created with ADA compliance, other accommodations can be made such as extended time on exams. Don't hesitate to get in touch with [DSPS \(Disabled Student Programs & Services\)](#) at 805-546-3148.



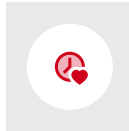
Technical Support

Cuesta students are encouraged to direct all technical support inquiries to support@my.cuesta.edu. or visit [Canvas Support](#).



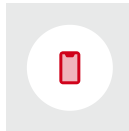
Academic Honesty

Academic honesty is essential to the academic community. Students expect Cuesta College faculty to be fair, truthful, and trustworthy. Faculty expect Cuesta College students to share these same values.



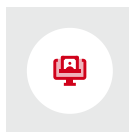
Content Refresh Time (Online)

A robust digital creative class needs to constantly change to reflects industry trends. Therefore, new learning materials will publish on each Monday, 9am.



Canvas for Online class only

We use [Canvas](#) to host class materials. YouTube or other internet platforms may be used. Recommend to install Apps ([iOS](#), [Android](#)) on your phone.



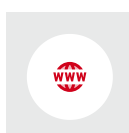
Online Learning (Online)

Online classes are not inherently easier, and you should expect to spend at least as much time as you would on a course that meets face to face.



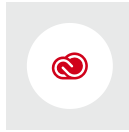
Regular Effective Contact (Online)

We will updates / announce weekly, via class updates or announcements. and timely feedback on student assignments; email, phone or messaging to individuals; and virtual office hours.



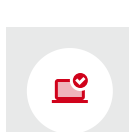
Internet (Online)

Your computer will need an internet connection to stream online videos from Canvas or other video platforms such as YouTube and Vimeo.



Software (Online)

All graphic classes are digital-based and use [Adobe Creative Cloud](#) subscription (Photoshop, Illustrator, etc.). Please use education discount purchase at \$39.99/ 6 months from [Collegebuys.org](#) (if it still available). In-person student don't have to buy own software.



Hardware (Online)

You will need a computer (Mac or Windows PC) that can run the latest Adobe Creative Cloud software at a reasonable speed. You can't compete in a class with tablets or phones. In-person student will access studio computers.

