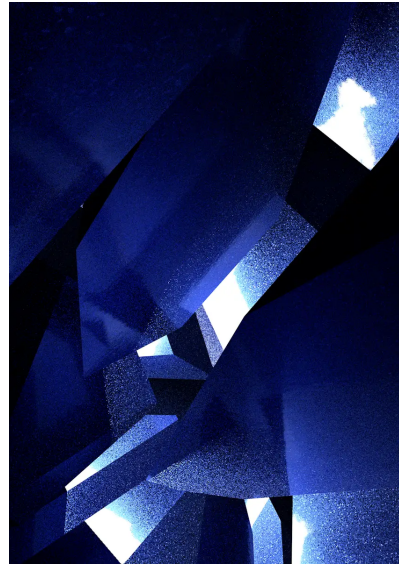


Canguo Liu, ART 267

Graphic Design II

Design Portfolio!

Presents a continuation of ART 266 with an emphasis on individualized projects. Topics include creation of skilled projects in digital layout, graphics, illustrations, photography, web and UX design, animation and video.



Your best Portfolio.



Graphic Design Portfolio

Build portfolio, for illustration, logos and social post.



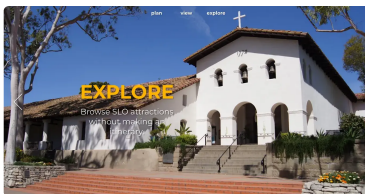
Digital Image Portfolio

Build portfolio to show your creative digital images enhancement skills



Typography and Layout Portfolio

Create page layout and learn typography.



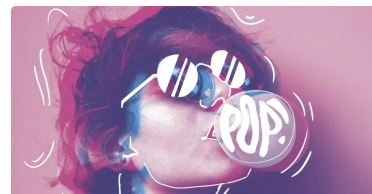
XD and UX Portfolio

Build portfolio, experience and works in UX fields.



New Dimension

Exploring the possibilities of 3D, AR world.



After Effects Motion Design

A touch of how motion graphics work.

Contact & Office Hours

Instructor Canguo Liu c4xd.com	Contact Canguo_liu@cuesta.edu Canvas Message <i>within 24 hours weekdays</i> <i>Online office hours are appointment based</i>	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 267 Learning Outcomes

Apply complex computer operating system and software operational processes and techniques.

Apply the visual elements and principles of design to intermediate level graphic design projects.

Prepare professional quality graphic design work.

ART 267 Course Objectives

Identify design opportunities and areas of inquiry.

Design personal project prototypes through research, analysis and ideation.

Create a personal design style by framing project independently.

Design and prepare graphic design works for professional workflow and an application portfolio

ART 267 Topics & Scope

Identity and branding design, such as logos and business cards.

Collateral and editorial design, including:
a. brochures
b. magazines
c. newspaper

Iconography, symbol and infographic design.

Interactive, web and UX design.

Poster design.

Packaging design, including wine bottle labels and boxes.

Video, animation and motion graphic design with related software and equipment.

Professional portfolio development, presentation and workflow.

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.



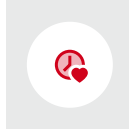
Technical Support

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



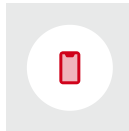
Academic Honesty

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.



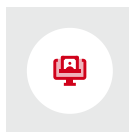
Content Refresh Time (Online)

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.



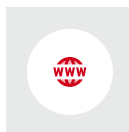
Online Learning (Online)

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.



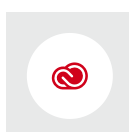
Regular Effective Contact (Online)

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.



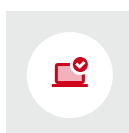
Internet (Online)

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.

