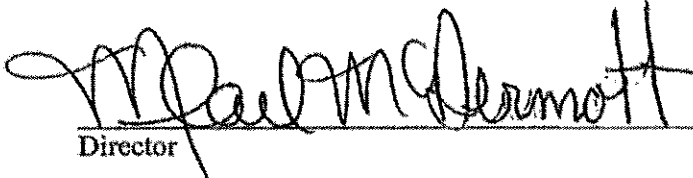


## Signature Page

The College and CTC will agree not to discriminate in their educational programs, activities or employment practices based on race, color, national origin, sex, sexual orientation, disability, age, religion, ancestry, union membership or any other legally protected classification.

Announcement of this policy is in accordance with state law, including the Pennsylvania Human Relations Act, and with federal law, including Titles VI and VII of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972, Section 503 and 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, and the Americans with Disabilities Act of 1990. Inquiries should be directed to the Affirmative Action Officer (presently Sylvia Detar) at 724-925-4190 or in Room 4100D, Westmoreland Business & Industry Center, Youngwood, PA 15697.

### For the CTC:

 03/24/21  
\_\_\_\_\_  
Director Date

### For the College:

 3/25/21  
\_\_\_\_\_  
Kristy A. Bishop, Ph.D. Date  
Vice-President of Academic Affairs

**Appendix I**  
Articulated Courses

Guide for Local Articulation

Curriculum Guide for the articulation of Commercial Advertising Art college coursework and credit between WCCC and ICTC

WCCC

GCT 115 Design and Layout I  
GCT 131 Type and Publishing I  
GCT 151 Art & Illustration I  
GCT 161 Creative Imaging I

ICTC

CIP 50.0402



## COURSE OUTLINE

### Course Information

- A. Course Title: Design & Layout I
- B. Course Number: GCT 115
- C. Lecture, Lab and Credit Breakdown: 3-0-3
- D. Course Prerequisite(s): None
- E. Course Co-requisite(s): None

### Catalog Description

This fundamental course in two-dimensional communication design exposes students to Adobe design software and scanning techniques, explores layout and design principles, color decisions, typography choices and working with vector and pixel-based imagery. Students explore the influence of modern/contemporary and postmodern movements and associated cultural tendencies.

### Learning Objectives

The purpose of this course is to:

1. Develop a design brief that defines the overall scope of a project using oral and written communications.
2. Incorporate basic information management and literacy skills in research for project influences.
3. Integrate creativity and innovation with global and cultural influences in visualizing project solutions.
4. Design solutions that reflect critical thinking, problem solving, and quantitative reasoning.
5. Create/produce projects that utilize traditional and current desktop and mobile technology.
6. Assemble a chronological portfolio of artifacts for each project solution.
7. Exhibit personal attributes that enable the student to interact effectively and harmoniously with others.

### Course Outcomes

Upon successfully completing this course, students will be able to:

1. Develop information management skills while researching for references and influences for projects.
2. Learn to think critically and creatively.
3. Problem-solve creatively and develop quantitative reasoning skills.
4. Acquire new technical and update techniques, terminology, and skills.
5. Develop collaborative partnerships.
6. Build innovative projects that may have social/cultural impact.

### Topical Course Outline

- A. Brain teasers, think differently – exploring visual hierarchy
- B. Just what is graphic design and a brief tour of the history of graphic design
- C. Good design is as easy as..., Design principles, creative thinking and problem solving
- D. Form, format function – what things look like
- E. Type and typography – is an essential part of most graphic design (sometimes the only part)
- F. Content – It's what you start with, and it dictates what form you design
- G. Concept – is your idea of what to do, based on what the problem is
- H. Adobe desktop and mobile apps
- I. Progressive Design: workflow process from initial ideas-through-final product

### References, Resources, and Learning Materials Text:

- Typography Essentials: 100 Design Principles for Working with Type. (ISBN- 13: 978-1-59-253740-2).  
Ina Saltz, Rockport Publishers, Reprint edition: 2011.
- Layout Essentials. 1<sup>st</sup> edition. (ISBN- 13: 978-1-59-253707-5).  
Beth Tondreau, Rockport Publishers, Published: 2011.
- GO A Kidd's Guide to Graphic Design, 1<sup>st</sup> edition. (ISBN-13: 978-0-7611-7219-2).  
Chip Kidd, Workman Publishing – New York, Published: 2013.
- The Non-Designer's Book. 4<sup>th</sup> edition. ISBN: 978-0-13-396615-2).  
Robin Williams, Peachpit Press, Published: 2014.
- Graphic Design Thinking: Beyond Brainstorming. (ISBN: 978-1-56898-760-6).  
Ellen Lupton, Princeton Architecture Press, Published: 2011.

Reviewed and Approved by:

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## COURSE OUTLINE

### Course Information

- A. Course Title: Type & Publishing I
- B. Course Number: GCT 131
- C. Lecture, Lab and Credit Breakdown: 3-0-3
- D. Course Prerequisite(s): None
- E. Course Co-requisite(s): None

### Catalog Description

Introduction to typography, core features and tools of page layout design using Adobe InDesign, master pages, fundamental typographic theories, process and spot color, integrating vector graphics and raster imagery into a series of compositions, and how to package, print and export your finished product.

### Learning Objectives

The purpose of this course is to:

1. Layout a document
2. Work with text
3. Work with tables
4. Manage graphics
5. Understand color and transparency
6. Create and work with long documents
7. Build interactive documents
8. Import, export and work with cross-media
9. Manage prepress and printing

### Course Outcomes

Upon successfully completing this course, students will be able to:

1. Use settings and preferences to create single and multi-page documents, and master the vocabulary and tools associated with navigating the InDesign work area
2. Create and utilize text frames, graphic frames, columns, grids and guides for laying out page content accurately

3. Utilize master pages as templates for multi-page documents and present content consistently over a series of pages
4. Use selection tools to effectively manipulate, move and transform layout objects including graphics and pull-quotes
5. Use leading, tracking and kerning effectively for strong type readability and apply type formatting quickly and consistently using saved styles
6. Properly import a variety of graphic types, organize graphics and other objects with layers and import documents for use in data presentation
7. Create a type composition that represents a theme typographically
8. Use color interactions to control which elements move forward or fade back in a design layout
9. Use color to enhance the legibility of typography in different design scenarios including print design, Web design and brand identity
10. Create a sense of unity in a composition with proximity, repetition, continuation and underlying color
11. Balance a composition by using color, value, shape and position
12. Create a focal point in a composition by using contrast, placement, or eye contact
13. Identify how a viewer's eye is directed through a composition by line or organization of information
14. Adjust InDesign's print preparation controls for printing to various digital imaging devices
15. Prepare InDesign documents as Adobe PDF files for press or web posting

## Topical Course Outline

1. InDesign environment: tools/panels/workspaces
2. Color management: document setup
3. Basic text
4. Working in color
5. Layers
6. Working with objects: fills, strokes, effects
7. Importing graphics: output and exporting
8. Text effects
9. Tabs and tables
10. Styles
11. Pages and books
12. Typography



## COURSE OUTLINE

### Course Information

- A. Course Title: Art & Illustration I
- B. Course Number: GCT 151
- C. Lecture, Lab and Credit Breakdown: 3-0-3
- D. Course Prerequisite(s): None
- E. Course Co-requisite(s): None

### Catalog Description

An introductory course exploring Adobe Illustrator's art and illustration environment for creating and delivering visually compelling, scalable vector artwork for use in projects for both print and the web. Students will apply their art and design skills to create attention-getting images for creative entertainment, advertising and branding, and design elements for web and mobile content.

### Learning Objectives

The purpose of this course is to:

1. Navigate illustrator's interface and workspace arrangement, locating, organizing and browsing assets using Adobe Bridge
2. Research and select appropriate reference material to be used in digital illustration
3. Display various drawing and rendering techniques using vector-based techniques
4. Explore and display the simplification of rendering techniques
5. Develop conceptual thinking and translate ideas into digital illustrative form
6. Apply digital illustrations to design formats and page layouts
7. Prepare imagery for proofing and/or final outputting as a service bureau or other supplier

### Course Outcomes

Upon successfully completing this course, students will be able to:

1. Navigate the Illustrator interface, workspaces and panels
2. Place raster images into Illustrator to use as drawing templates
3. Create and manage simple shapes and lines

4. Use layers to easily manage complex artwork
5. Use sub-layers to organize and manage complex artwork
6. Use various tools and panels to transform objects' color, position and shape
7. Clone objects to minimize repetitive tasks
8. Draw complex shapes by combining simple shapes
9. Use the Pen Tool to draw complex custom shapes
10. Edit anchor points and handles to control the precise position and shape of vector paths
11. Adjust color, both globally and in specific selections
12. Build various logo versions to meet specific output requirements
13. Convert type to outlines
14. Manipulate letter shapes to create finished logotypes
15. Use a gradient mesh to create realistic color blends
16. Create multiple Artboards to contain specific projects and layouts
17. Save multiple file versions for use with various applications
18. Print desktop proofs of individual Artboards

### **Topical Course Outline**

- A. Getting to know the work area
- B. Selecting and aligning
- C. Creating and editing shapes
- D. Transforming objects
- E. Drawing with the Pen and Pencil Tools
- F. Color and painting
- G. Working with type
- H. Working with layers
- I. Working with perspective drawing
- J. Blending colors and shapes
- K. Working with brushes
- L. Applying effects
- M. Applying appearance attributes and graphic styles
- N. Working with symbols
- O. Combining Illustrator CC graphics with other Adobe applications

### **References, Resources, and Learning Materials Text:**

Reviewed and Approved by:





## COURSE OUTLINE

### Course Information

- A. Course Title: Creative Imaging I
- B. Course Number: GCT 161
- C. Lecture, Lab and Credit Breakdown: 3-0-3
- D. Course Prerequisite(s): None
- E. Course Co-requisite(s): None

### Catalog Description

An introductory course exploring creative imaging concepts and techniques. The course covers nondestructive imaging using layers, masking, adjustment layers, blend modes, and Smart Objects, as well as, how to achieve creative effects with filters, layer effects, illustrative type, and basic color adjustments for creating panoramas and composites.

### Learning Objectives

The purpose of this course is to:

1. Exhibit proficiency in navigating the application interface and panels.
2. Design Solutions that reflect critical thinking, problem solving, and quantitative reasoning.
3. Integrate basic selection and edge refinement tools to isolate parts of an image – masks.
4. Manipulate layers and create composite images using advanced selections and layering techniques.
5. Create adjustment layers for editable, non-destructive changes to image coloration, exposure and filter effects.
6. Evaluate and correct image imperfections using the info panel, adjustment layers, and retouching tools.
7. Exhibit personal attributes that enable the student to interact effectively and harmoniously with others.

### Course Outcomes

Upon successfully completing this course, students will be able to:

1. Develop information management skills while researching references and influences for design concepts.
2. Problem-solve creatively and develop quantitative reasoning skills.
3. Apply critical and creative thinking skills in the composition of visually attractive projects.
4. Acquire new/update previous technical skills, techniques, and terminology.
5. Develop collaborative partnerships with multiple disciplines.
6. Produce non-destructive composite images that are easily modified or updated, for screen, print or mobile use.

## Topical Course Outline

1. Getting acquainted with Adobe Photoshop's interface and panels
2. Manage and organize files and assets
3. Basic Photoshop preference settings and non-destructive workflow
4. Selection fundamentals: creating, transforming, and saving
5. Working with layers, layer masks, clipping groups, text, and vector shapes
6. Smart Objects, adjustment layers, filter effects, and layer styles
7. Color, brushes, brush settings, and digital painting
8. Correcting and improving image quality using Histograms, Levels, Curves, and Sharpening commands
9. Natural and character animation
10. Create clear, readable typography on a photographic background using color to enhance legibility
11. Develop effective design concepts with focal points based on contrast, placement, or eye contact
12. Save and export various file formats based on usage: print, screen, web or mobile devices

## References, Resources, and Learning Materials Text:

- Adobe Photoshop CC Classroom in a Book (2020). (ISBN:978-0-13-644799-3), Andrew Faulkner, Conrad Chavez, Adobe Press-Peachpit Press, Published 2019.
- The Hidden Power of Adjustment Layers in Photoshop. ISBN-13: 978-0-321-95771-9) Scott Valentine, Adobe Press-Peachpit Press. Published: 2013
- The Hidden Power of Blend Modes in Photoshop. (ISBN-13: 978-0-13-248777-1) Scott Valentine, Adobe Press-Peachpit Press. Published: 2013.
- Adobe Application tutorials included within each application (helpx.adobe.com).
- Adobe Application user guides included within each application (helpx.adobe.com).

- Adobe Specific Application community forums and subforums (forums.adobe.com).

Reviewed and Approved by:

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Division Dean

Date