

# Graphic Design & Photography

The focus of the Graphic Design and Photography curriculum is to create a balance between design and technology. The program begins with a foundation in design, drawing and art appreciation and starts to integrate technology during the first semester. Design principles, creative thinking and problem-solving techniques, as they apply to the media arts, give the student a strong foundation for entry into the work force, and for advanced study at other colleges and universities. Students work in a state-of-the-art digital arts center for hands-on computer training.

Both graphic design and photography students create projects using electronic media, typographic design, publication design, photojournalism, advertising illustration photography, and color management.

## Graphic Design Concentration

With strong foundation courses in design, typography and creative problem-solving, students create designs, from concept to printed piece. The understanding of production and pre-press processes are an integral part of the concentration, along with the introduction of web design. The curriculum is based on the belief that the graphic designer is a visual and verbal communicator who is able to develop creative solutions for a variety of design and communication problems. Students execute their work in a state-of-the-art Digital Arts Center.

## Graphic Design Certificate

The Graphic Design Certificate provides the student with a thorough understanding of the design process, from concept to printed piece. Production and pre-press processes are introduced and become an integral part of the Certificate, along with the introduction of web design. Students execute their work in a state-of-the-art Digital Arts Center.

## Internship Program

The Graphic Design and Photography Department offers internship opportunities through the GDP 290 Work Experience course. Students intern with local, professional marketing and art directors, applying the skills they have learned to gain experience for the job they want. (Students build a professional portfolio and fill the gap between classroom and experience.) Many

of these students are hired for full-time and part-time positions. They earn 3 units of credit for working 120 hours on-site and attending an internship class on campus three evenings during the semester.

## Career Opportunities

Assistant graphic designer  
Freelance graphic designer  
Publications designer  
Production coordinator  
Pre-press production artist

## Faculty & Offices

Linda Lowell, *Chair, Graphic Design & Photography*  
(OE-184A, ext. 3571)

Elizabeth Russotti, *Faculty*, (A-176, ext. 2916)

Robert Nadeau, *Lab Teaching Asst.* (ext. 2280)

## A.A. Degree Concentrations

Graphic Design & Photography: Pre-transfer Concentration (*pending Chancellor's Office approval*)  
Graphic Design & Photography: Graphic Design Concentration (*pending Chancellor's Office approval*)  
Graphic Design & Photography: Photography Concentration (*pending Chancellor's Office approval*)

## Certificates of Achievement

Graphic Design (*pending Chancellor's Office approval*)

## Skills Competency Awards

Digital Darkroom and Color Management for RGB  
Print and Color Management for CMYK

## A.A. Degree: Graphic Design and Photography: Pre-transfer Concentration

### Department Requirements (24 units)

ART 102B — Late Twentieth Century Art <b>or</b>	
ART 217 — History of Design .....	3
ART 120 — Fundamentals of Drawing .....	3
ART 140 — 2-D Design: Composition and Color .....	3
GDP 111 — Graphic Design Basics .....	3
GDP 113 — Typography .....	3
GDP 114 — Graphic Design I .....	3
GDP 118 — Creative Thinking .....	3
PHOT 109 — Photo I .....	3

## A.A. Degree: Graphic Design and Photography: Graphic Design Concentration

### Department Requirements (33 units)

GDP 110 — Media Design .....	3
GDP 111 — Graphic Design Basics .....	3
GDP 113 — Typography .....	3
GDP 114 — Graphic Design I .....	3
GDP 118 — Creative Thinking .....	3
GDP 212 — Graphic Design II .....	3
GDP 215 — Publication Design .....	3
GDP 230 — Graphic Design Portfolio .....	3
MAT 131 — Digital Imaging I .....	3
PHOT 109 — Photo I .....	3

#### Choose One:

MAT 153 — Web Design I .....	3
PHOT 180/MAT 132 — Digital Imaging II .....	3
PHOT 285 — Color Management .....	3

#### Strongly Recommended:

GDP 290 — Work Experience in Graphic Design & Photography .....	3
ART 120 — Fundamentals of Drawing .....	3
ART 102A — Early Twentieth Century Art .....	3
ART 102B — Late Twentieth Century Art .....	3
ART 140 — 2-D Design: Composition and Color .....	3
ART 217 — History of Design .....	3

## Certificate: Graphic Design

### Department Requirements (33 units)

GDP 110 — Media Design .....	3
GDP 111 — Graphic Design Basics .....	3
GDP 113 — Typography .....	3
GDP 114 — Graphic Design I .....	3
GDP 118 — Creative Thinking .....	3
GDP 212 — Graphic Design II .....	3
GDP 215 — Production And Prepress .....	3
GDP 230 — Graphic Design Portfolio .....	3
MAT 131 — Digital Imaging I .....	3
PHOT 109 — Photo I .....	3

#### Choose One:

MAT 153 — Web Design I .....	3
PHOT 180/MAT 132 — Digital Imaging II .....	3
PHOT 285 — Color Management .....	3

#### Strongly Recommended:

GDP 290 — Work Experience in Graphic Design & Photography .....	3
ART 120 — Fundamentals of Drawing .....	3
ART 102A — Early Twentieth Century Art .....	3
ART 102B — Late Twentieth Century Art .....	3
ART 140 — 2-D Design: Composition and Color .....	3
ART 217 — History of Design .....	3

## Planning a Program of Study

Those interested in the Graphic Design and Photography Program must be admitted to Santa Barbara City College. An application and one copy each of high school and any other college transcripts must be submitted to the Admissions Office.

All Graphic Design and Photography majors should make appointments with the counselor for Graphic Design and Photography. Contact the Counseling Center at 965-0581, ext. 2285. Initial program development will take place during the counseling session.

The Career Center is utilized by the Graphic Design and Photography Department to provide extensive individual help for students needing to find part-time jobs and internships related to their learning discipline.

## Preparation for Transfer

Course requirements for transfer vary depending upon the college or university a student wishes to attend. Therefore, it is *most important* for a student to consult with his/her counselor and departmental adviser before planning an academic program for transfer. Information sheets for majors, outlining transfer requirements, are available in the Transfer Center.

## Graphic Design Course Descriptions

### **GDP 110 — Media Design**

**(3) F, S — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

Recommended starting point for students interested in careers in media arts. Introductory course in design and composition as it relates to the digital arena. Students learn basic design principles and apply them to 2-D designs created using digital tools within various software programs. Composition, type, color and output as they relate to the digital process are explored. Students produce projects applicable to print and the time-based arts.

### **GDP 111 — Graphic Design Basics**

**(3) F — CSU, UC**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

Recommended starting point for those planning a career in graphic design. Students are introduced to the latest software to create basic page layouts. Topics include overview of the commercial print industry, image preparation, basic layout design and typography principles, color modes and file preparation for print. Student assignments encompass both design and technical skills.

### **GDP 113 — Typography**

**(3) F, S — CSU, UC**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

Introduces a basic understanding of the effective use of type. Emphasis is on the use of typography in graphic design. Topics include the history of type, aesthetic qualities of letterforms, anatomy of the letter, typefaces, and style and compositional arrangement.

### **GDP 114 — Graphic Design I**

**(3) F, S — CSU, UC**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

*Course Advisories: GDP 111*

Students learn and apply the basic elements and principles of two-dimensional design and visual communication to a variety of related projects. Participation in critiques which emphasize the objective and subjective qualities of student work. Design process, concepts and content are stressed. Procedures and methods are emphasized using industry standard software in a state-of-the-art computer lab.

### **GDP 118 — Creative Thinking**

**(3) F, S — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

Designed to give students basic concepts to enhance their innate creative abilities. Numerous creative problem-solving techniques and ideas are explored. The underlying assumption is that innovation is a skill which can be learned.

### **GDP 119 — Informational Graphics and Visualization**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

Printed and graphical information impacts nearly all disciplines involved in explaining complex information from science, accounting and statistics, to management, traffic and weather reporting. Designed to give students basic skills in concepts, theory, techniques and critical thinking for the effective construction and analysis of information graphics for explanation and persuasion.

### **GDP 120 — Production for Print I**

**(1.5) — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

Introduction to basic digital pre-press which involves the preparation of pages for reproduction on any kind of press or printing system. Topics such as work flow, terminology, software, file types, font issues, job requirements and types of printing are discussed.

### **GDP 121 — Production for Print II**

**(1.5) — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

Students continue to develop skills learned in GDP 120. Preflighting for commercial and digital printing is emphasized. Topics include work flow, document standards, digital proofing systems and color issues.

### **GDP 122 — Visualizing Data for Business**

**(0.5)**

Designing visual displays of data information that can be clearly understood by everyone is the work of the graphic designer. What does it take to investigate, clarify and illustrate facts and data? Provides basic skills that can be used to explain complex information, from the design of maps and charts, to illustration techniques for more complicated data.

**GDP 123 — Newsletter Design for Business (0.5)**

Newsletters are a powerful way to target specific audiences and keep them informed with ongoing information. Addresses specific skills for graphic/web students and interested adults who are involved with creating and producing news publications for their schools, organizations and corporations. No design experience necessary.

**GDP 124 — Magazine Design for Business (0.5)**

Business and specialty magazines, in print and web formats, reach out to an organization's members and interested donors. They require sophisticated layouts, powerful photos and readable formats that reflect the thrust of the content. Focuses on learning the important steps in designing and producing successful magazine layouts that bring the message to the reader.

**GDP 125 — Book Design for Business and Self-Publication (0.5)**

Book publishing is not just for authors. After the words are written, how does one create the pages, chapters, indexes and table of contents? How does the copy stay consistent, the photos properly embedded in the pages, and the cover designed to fit? How is the book to be printed and bound? These questions are the focus for writers and designers who want to produce both electronic and printed books.

**GDP 126 — Purchasing Print, Web and Multimedia Services (1.0)**

Students learn the ways to make cost-effective buying decisions when choosing and working with creative service professionals. Topics include defining the project, scheduling and budgeting, selecting and working with suppliers, project management, understanding printing processes, and using the Internet and multimedia.

**GDP 127 — Introduction to PDF (Portable Document Format) (1.0)**

PDF is a universal file format that preserves the fonts, images, graphics and layout of any source document, regardless of the application and platform used to create it. Adobe PDF files can be shared and printed by anyone with the free Adobe Acrobat software. Enables the student to develop skills for PDF creation and authoring. Focus is on a broad range of uses to suit the needs of anyone desiring skills in authoring PDF files for both print and web.

**GDP 130 — Digital Darkroom I (1.5) — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*  
*Course Advisories: PHOT 109 and MAT 131*

Fundamentals of digital printing technologies in RGB, creating master archives files for print/web applications; drum scanning negatives, transparencies (slides) and flat art; digital retouching and optimum sharpening methods. Basic knowledge of Adobe Photoshop beneficial. Emphasis placed on creating a digital portfolio through a series of conceptual assignments.

**GDP 131 — Digital Darkroom II (1.5) — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*  
*Course Advisories: PHOT 109 and MAT 131*

Fundamentals of digital printing technologies in RGB, creating master archives files applications; simulate traditional alternative process; digital infrared and special effects; contrast and curve control; masking methods; and, large format Giclee archival printing (up to 44" wide). Basic knowledge of Adobe Photoshop is beneficial. Emphasis on creating a digital portfolio through a series of conceptual assignments.

**GDP 140 — Color Management for RGB (1.5) — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*  
*Course Advisories: MAT 131 and PHOT 109 or PHOT 215*

Fundamentals of color management for RGB output. Professional calibration methods for scanners, printers, color monitors and digital capture systems. For photographers who are looking for more advanced techniques in color correction, ICC profile systems, work flow automation, and multiple-device matching for optimal reproduction quality.

**GDP 141 — Color Management for CMYK  
(1.5) — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103  
Course Advisories: MAT 131 and PHOT 209 or PHOT 215*

Fundamentals of color management for CMYK output. Professional calibration methods for scanners, printers, color monitors. For graphic artists who are looking for more advanced techniques in color correction, ICC profile systems, work flow automation, and multiple-device matching for optimal reproduction quality.

**GDP 210 — Studio Practicum  
(4) — CSU**

*Co-requisites: PHOT 209 or GDP 212  
Skills Advisories: Eligibility for ENG 100 and ENG 103*

Development of design and production skills used by professionals in the media arts industry, including concept development, storyboarding, project planning, working in teams, meeting with clients, and presentational speaking. Freelance skills, interviewing, professional organizations and copyright laws for the visual media arts are emphasized. Students work in teams to complete graphic design and photography projects for portfolio use.

**GDP 212 — Graphic Design II  
(3) S — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103  
Course Advisories: GPD 114*

Advanced studies and projects in graphic design and advertising. Students explore the creative process in developing ads and promotions for print and other media. Emphasis is on concepts, content and design.

**GDP 215 — Publication Design  
(3) S — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103  
Course Advisories: GDP 111 and GDP 114*

Advanced study in design and production for multi-page publications. Topics include paper choices, job estimating, non-impact printing, pagination, preflight issues, proofing and output options. Students design and produce invitations, brochures and booklets to be used as portfolio pieces...

**GDP 230 — Graphic Design Portfolio  
(3) F — CSU**

*Prerequisites: GDP 212 and GDP 215  
Skills Advisories: Eligibility for ENG 100 and ENG 103*

Students produce a professional graphic design portfolio through a series of assignments, based on the content of various projects. Through an active understanding of conceptual thinking, students develop materials to communicate a creative, visually persuasive message to a target audience.

**GDP 290 — Work Experience in Graphic Design and Photography  
(1-4) F, S — CSU**

*Course Advisories: PHOT 109 or GDP 114  
Skills Advisories: Eligibility for ENG 100 and ENG 103  
Limitation on enrollment: Must be enrolled in any GDP course.*

*Consists of 5, 10, 15 or 20 hours per week, plus two scheduled hours and other conference hours.*

Supervised employment for students whose career objectives, course of study and employment complement each other. Student to carry out assigned duties as an employee; follow employer's policies, rules and regulations; write learning objectives; keep a record of time worked; fill out student data card; and secure employer's evaluation at the end of the semester.

# Photography

The Photography curriculum is carefully designed to build fundamental technical skills in the operation of 35mm and medium-format cameras, using traditional and digital camera systems. In addition, all classes emphasize the importance of creativity and originality in image-making through a progressive series of conceptual assignments. Basics in digital printing technologies are provided from the entry-level classes and throughout the entire curriculum, as all darkroom facilities at SBCC are completely digital, including the operation of professional-level scanners and large-format archival printers capable of printing up to 44" X 96".

## Skills Competency Awards

Digital Darkroom & Color Management for RGB  
Print & Color Management for CMYK

## Internship Program

Internship opportunities in Photography and Graphic Design are offered through the GDP 290 Work Experience course. Students intern with local professional photo studios, art directors and marketing departments, applying skills they have learned in Photo I and II and Digital Darkroom/Color Management classes, while they gain real-world job experience. This effectively fills the gap between classroom and work environments.

In addition, the Santa Barbara Foundation occasionally offers internship opportunities to Santa Barbara City College students with appropriate skills to work within the Photography Department, testing cameras and overseeing the printing facility in OE-184.

## Photography Concentration

A.A. Degree Graphic Design and Photography:  
Photography Concentration (*pending Chancellor's Office approval*)

## Career Opportunities

Photographic Assistant  
Digital Darkroom Technician, Color Labs  
Color Management Controller  
Fine Art Photography  
Newspaper Photographer  
Weddings/Event Photography  
Digital Artist  
Portraiture

## A.A. Degree Requirements: Photography Concentration

### Department Requirements (43 units)

ART 114 — History of Photography <b>or</b>	
ART 145 — Design Literacy .....	3
ART 140 — 2-D Design: Composition and Color .....	3
FP 175 — Film and Video Production I .....	3
GDP 111 — Graphic Design Basics .....	3
GDP 113 — Typography .....	3
GDP 118 — Creative Thinking .....	3
GDP 210 — Studio Practicum .....	4
MAT 131 — Digital Imaging I .....	3
PHOT 109 — Photo I .....	3
PHOT 180/MAT 132 — Digital Imaging II .....	3
PHOT 190 — Photojournalism <b>or</b>	
JOUR 190 — Photojournalism .....	3
PHOT 209 — Photo II .....	3
PHOT 214 — Advertising Illustration <b>or</b>	
PHOT 280 — Lighting Systems and Digital Capture .....	3
PHOT 285 — Color Management .....	3

### Skills Competency Award: Digital Darkroom & Color Management for RGB

#### Department Requirements (4.5 units)

GDP 130 — Digital Darkroom I .....	1.5
GDP 131 — Digital Darkroom II .....	1.5
GDP 140 — Color Management for RGB .....	1.5

*Students must complete the above courses with a grade of "C" or higher or credit in all courses.*

### Skills Competency Award: Print & Color Management for CMYK

#### Department Requirements (4.5 units)

GDP 120 — Production for Print I .....	1.5
GDP 121 — Production for Print II .....	1.5
GDP 141 — Color Management for CMYK .....	1.5

*Students must complete the above courses with a grade of "C" or higher or credit in all courses.*

## Photography Course Descriptions

### PHOT 109 — Photo I

(3) F, S — CSU, UC

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

Fundamentals of the camera: techniques of camera operation; characteristics of film and photo paper; basic digital imaging; student assignments; photo composition and lighting; print finishing techniques; computer enhancement techniques; film, slide and print scanning for digital photography.

### PHOT 133 — Digital Photographer (0.5)

Fundamental principles of digital photography. Overview of products and techniques specific to digital cameras to include the differences between amateur and professional models. Basic photo fundamentals and desktop printing suggestions included.

### PHOT 180/MAT 132 — Digital Imaging II

(3) F, S — CSU

*Prerequisites: MAT 131.*

*Skills Advisories: Eligibility for ENG 100 and ENG 103*  
*Course Advisories: PHOT 109*

Fundamentals of digital printing technologies in RGB, creating master archives files for print/web applications; drum scanning negatives, transparencies (slides) and flat art; simulate traditional alternative process; digital infrared and special effects; contrast and curve control; optimum sharpening methods; digital infrared and special effects; digital retouching and masking methods; and large format Giclee archival printing (up to 44" wide). Basic knowledge of Adobe Photoshop is beneficial. Emphasis on creating a digital portfolio through a series of conceptual assignments.

### PHOT 190/JOUR 190 — Photojournalism

(3) F, S — CSU

*Skills Advisories: Eligibility for ENG 100 and ENG 103*  
*Course Advisories: PHOT 209*

Skills and techniques of contemporary photojournalism. Topics include news and editorial sources, photographing single events and extended picture stories and ethics. Skills include control of color, portable electronic flash and an introduction to electronic processes and contemporary publication. Current portrait approaches in commercial, documentary and fine art photography and portraiture are covered.

### PHOT 209 — Photo II

(3) S — CSU, UC

*Skills Advisories: Eligibility for ENG 100 and ENG 103*  
*Course Advisories: PHOT 109*

Exploration of photographic composition; digitizing; scanning negatives, slides and prints; studio lighting; categories of cameras; digital imaging; use of high contrast; special-effect photographs; various scanning and printing techniques; advanced assignments in digital photography; and group projects. Emphasis on environmental and studio lighting.

### PHOT 214 — Advertising Illustration

(3) F, S — CSU

*Skills Advisories: Eligibility for ENG 100 and ENG 103*  
*Course Advisories: PHOT 109 or PHOT 209*

Photography course on creating solutions for advertising. Emphasis on conceptual development and portfolio production. Students introduced to different camera formats, studio and location lighting and digital capture. Assignments include fashion, editorial, lifestyle, small product and fine art applications.

### PHOT 250 — Fine Art Photography

(3) — CSU, UC

*Skills Advisories: Eligibility for ENG 100 and ENG 103*  
*Course Advisories: PHOT 109*

Exploration of classic and contemporary styles of fine art photography through a series of conceptual assignments. Starts from 19th century traditional artists, using the newly invented camera to secretly support their paintings, and transitions to the 20th century, where photography gains recognition as an art form. Through historical and contemporary styles, students identify a manner by which they can translate their own personal vision.

### PHOT 260 — Portfolio

(3) — CSU

*Course Advisories: MAT 131 and PHOT 109 and PHOT 180/MAT 132*

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

Students produce a professional portfolio through a series of assignments based on the style and passion of their own vision. Through an active understanding of their role and the roles of those they serve, the emerging photographer learns communication, business and photographic skills to better serve clients.

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**PHOT 280 — Lighting Systems and Digital Capture**

**(3) F, S — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

*Course Advisories: PHOT 109 and FP 175*

Designed to take photo, video and web students beyond basic lighting techniques. Light systems include studio, portable electronic and continuous light. Location and set lighting are covered with an emphasis on establishing mood and matching existing light conditions. Topics include lighting people, building interiors and exteriors, small product and large set lighting. Professional digital capture systems and accompanying color management and image control issues also included.

**PHOT 285 — Color Management**

**(3) F, S — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

*Course Advisories: PHOT 209 or PHOT 215 or MAT 131*

Fundamentals of color management for CMYK and RGB output. Professional calibration methods for scanners, printers, color monitors and digital capture systems. For graphic artists and photographers who are looking for more advanced techniques in color correction, ICC profile systems, work flow automation, and multiple-device matching for optimal reproduction quality.