

# ARCH A165: PRESENTATION GRAPHICS

Item	Value
Curriculum Committee Approval Date	12/04/2024
Top Code	020100 - Architecture and Architectural Technology
Units	2 Total Units
Hours	72 Total Hours (Lecture Hours 18; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

## Course Description

This course is for architecture / design students, and professionals who want to improve their graphic communication skills. Emphasis is on improving personal presentations and portfolios using Adobe Creative Suite: Photoshop, Illustrator, InDesign, and/or Acrobat. Students should have knowledge of computer operation and file management, including projects to bring in. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Students will be able to improve their design work and print it in a clear, professional, graphic manner using digital graphic software, as evaluated by the instructor.

## Course Objectives

- 1. Compose their project work into a digital graphic format.
- 2. Improve their graphic communication skills using Adobe CS graphic tools.
- 3. Print their work with appropriate resolution and graphic control.
- 4. Be able to work with others in a professionally supportive, collegial manner.

## Lecture Content

1. Portfolio Presentation Graphics a. Using InDesign for desktop publishing a large document b. Layout, organization c. Composition d. Color, font e. Printing and book-making f. Assisting and working in a team environment, graphic standards g. Present work and give helpful comments to colleagues  
2. Photoshop a. Opening a file b. Selection tools c. Layering, background d. Editing e. Drawing tools, effects  
3. Illustrator a. Setting up an artboard b. Grids, placement, importing files c. Text d. Layers e. Vector graphics, editing  
4. Acrobat a. Printing b. File transfer c. Resolution, media

## Lab Content

A. Portfolio  
1. Collection of existing projects  
2. Development of personal brand  
3. Implementation of graphic layouts  
B. Technique  
1. Adobe

Creative Suite exercises  
2. File preparation of personal projects  
3. Development of hybrid representation  
C. Presentation  
1. Preparation of final presentation  
2. Peer-feedback engagement  
3. Evaluation of process

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

## Instructional Techniques

Lecture demonstrations, student presentations, individual and small group activities and instruction.

## Reading Assignments

Students will spend 2 - 3 hours a week reading assigned chapters from the text book, instructor handouts, and articles from online sources. Students will be expected to follow along with assigned exercises in the reading material and online assignments.

## Writing Assignments

Students will spend 1 - 2 hours a week completing written assignments and examinations. Writing for this course includes minor notations and short professional descriptors. Critical thinking is reinforced in the act of composing and coordinating project presentation and design methodology.

## Out-of-class Assignments

Students will spend 3 - 4 hours per week completing weekly 2D graphic design assignments or projects. Each student will develop a personal brand with project elements that align individual interests with project-appropriate design techniques covered in class and/or online. Each student will review and sample brand identities and creative portfolios shared openly on the Internet. Students will develop a complete visual language and written narrative to align personal brand with their creative work.

## Demonstration of Critical Thinking

Instructor-graded benchmarks, attendance, participation, work quantity, and qualitative grading of before and after work samples.

## Required Writing, Problem Solving, Skills Demonstration

Writing for this course includes minor notations and short professional descriptors. Critical thinking is reinforced in the act of composing and coordinating project presentation and design methodology.

## Eligible Disciplines

Architecture: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

## Textbooks Resources

1. Required Volk, L. Currier, D.. No Plastic Sleeves: Portfolio and Self-Promotion Guide, 2nd ed. Routledge, 2014  
Rationale: Leading authorities on creative portfolio and self-promotion for designers.  
2. Required Kleon, A.. Show Your Work!: 10 Ways to Share Your Creativity, 1st ed. Workman,

2014 Rationale: Provides methods for sharing creative work and getting noticed.

### **Other Resources**

1. Instructor handouts and current software reference book as recommended by instructor.