

GRC 41 Visual Communications

(Formerly Printing Technology 41)

3 units, 2 lecture 3 lab

Communication theory, organization and delivery methods. Creating presentation materials with computer, video, and photographic techniques.

- I. Introduction, Policies, Procedures

- II. Presentation Methods
 - A. Computer software products
 - B. Video
 - C. Compact disk
 - D. Photography

- III. Organization
 - A. Target audience
 - B. Demographic issues
 - C. Time frame and budget
 - D. Appropriate delivery method
 - E. Copyright
 - F. Security issues
 - G. Scripting

- IV. Communication Theory
 - A. Color
 - 1. Color space
 - 2. Additive/subtractive theory
 - 3. Transmitted/reflected light
 - 4. Light source/viewing conditions
 - 5. Appropriateness of color selection
 - B. Type
 - 1. Appropriateness/form
 - 2. Categories
 - 3. Typography
 - C. Principles
 - 1. Contrast
 - 2. Repetition
 - 3. Alignment
 - 4. Proximity

- V. Software Applications
 - A. Powerpoint
 - B. Acrobat
 - C. Hyperstudio

- VI. Additional Topics