

**NORCO COLLEGE
SLO to PLO MATRIX**

PLOs

		Design and create images used for printed media in advertising;	Understand and apply the techniques used to create and modify artwork using a vector-based program or bit-mapped program;	Integrate text and graphics in a document layout program to create professional-quality, full-color documents;	Format and combine text, numerical data, photographs, charts, and other visual graphic elements to produce publication-ready material;	Demonstrate the knowledge of workflow process in the creation of printed media in advertising;	Demonstrate the knowledge of design principles in advertising and layout design, type, and lettering applications;	Incorporate two dimensional design visual media of printed media in advertising.
CERTIFICATE/PROGRAM: Desktop Publishing NAS647/NCE647								
COURSE: CIS/CAT-78A: Introduction to Adobe Photoshop								
SLO 1	Complete basic projects in Adobe Photoshop using selections, layers and channels to edit Images used for print or web design.	I, D	I, D			I, D	I	I, D
SLO 2	Apply college-level methods of critical analysis and synthesis in creating a camera-ready project using Photoshop's methods of photo correction and retouching along with color management.	I, D	I, D			I, D	I, D	I, D
SLO 3	Design and create images used for printed media in advertising.	I, D						I, D
SLO 4	Describe, analyze, and demonstrate the process of image creation for a print and web page and apply it to a finished product.	I, D				I, D		I, D
COURSE: CIS/CAT-78B: Advanced Adobe Photoshop								
SLO 1	Create complex compositions involving light sources and shadows to suggest true dimensionality and artistic awareness used in photo correction and image creation;		I, D					
SLO 2	Illustrate and demonstrate image improvement techniques involving Photoshop adjusting and optimizing techniques;		I, D, M					
SLO 3	Discover a variety of techniques used to change, enhance, and improve photographs for a variety of media applications;	I, D, M						
SLO 4	Demonstrate the knowledge of workflow process in the creation of real-world projects.	I, D, M			I, D			I, D, M
COURSE: CIS/CAT-79: Introduction to Adobe Illustrator								
SLO 1	Comprehend and apply the techniques used to create and modify artwork using a vector-based program.							
SLO 2	Create and transform Illustrator drawings.		I, D, M					

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SLO 3	Apply elements of Illustrator skillfully in order to incorporate type in drawing images.								
SLO 4	Combine, integrate, modify and rearrange layering, shadowing, transparency and blending modes, in order to create a variety of Illustrator images used for printed material.								
COURSE: CIS/CAT-81: Introduction Adobe InDesign									
SLO 1	Recognize and apply the key features of a document layout program;					I, D, M			
SLO 2	Exhibit knowledge of beginning and intermediate desktop publishing skills from planning, writing, page layout, and production;					I, D, M			I, D, M
SLO 3	Integrate text and graphics in a document layout program to create professional-quality, full-color documents;							I, D, M	
SLO 4	Demonstrate the knowledge of use of typographical controls, importance of importing text and camera-ready graphics in a finished project.	I, D, M			I, D, M				I, D, M
COURSE: ART-22: Basic Design									
SLO 1	Identify and employ proper use of a variety of art materials.								
SLO 2	Identify, define, and properly use art and design terminology.							I, D	
SLO 3	Define and illustrate the elements of art.								
SLO 4	Demonstrate the principles of design as they relate to two dimensional artworks.								I, D
SLO 5	Demonstrate the successful solutions to specific problems regarding the use of color, balance, movement, spatial relationships and other design concerns in a presentable portfolio.								
SLO 6	Review the basics of color theory (additive and subtractive)							I	
SLO 7	Participate in critical discussions and reviews, assessing artworks using appropriate terminology.								

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COURSE:	ART-39: Design and Graphics							
SLO 1	Identify and employ proper use of art materials and design terminology.					I, D	I, D	
SLO 2	Execute projects with skill and craftsmanship and assess accordingly.						I	
SLO 3	Present successful solutions to specific problems regarding gestalt and design principles.							
SLO 4	Review concepts and skills in advertising design	I					I, D	
SLO 5	Demonstrate effective solutions to a variety of problems using methods and materials appropriate to the field of visual communication in a presentable portfolio.	I						
SLO 6	Participate in critical discussions and reviews, assessing artworks using appropriate terminology.	I						