EL CENTRO COLLEGE
IMED 1191
SPECIAL TOPICS
(PRINCIPLES OF ART, AUDIO/VISUAL TECHNOLOGY AND COMMUNICATIONS)
PART 1 SYLLABUS

COURSE DESCRIPTION

Prerequisites: None

Course Description: Topics address recently identified current events, skills, knowledge, and/or attitudes and behaviors pertinent to the technology or occupation and relevant to the professional development of the student. This course may be repeated if topics and learning outcomes vary.

This course will research career pathways in the audio/visual communications industry and components of visual communication.

This is a 1 credit hour course. (1 lec.)

WECM END-OF-COURSE OUTCOMES: Develop and demonstrate an understanding of the impact of the audio/visual industry; explore audio/visual careers; utilize a technology application to build products with other graphic designers.

STUDENT LEARNING OUTCOMES:
Upon successful completion of IMED 1191, scholars will be able to:
- Develop an understanding of the impact of the audio/visual communications industry
- Create a CTE want ad that communicates information about a chosen AAVTC career
- Demonstrate the use of graphic design and illustration.
- Apply critical thinking when solving problems and providing solutions.

COURSE MATERIALS

Textbook: Text materials provided from the Internet and other sources.

All scholars will need access to Adobe Creative Cloud Suite or equivalent software, video production equipment, access to cameras and video for recording, microphones for audio and external hard drives.

Storage: A minimum of 2 GB USB Flash Drive or equivalent Cloud storage or an account with Dropbox.com to backup files.

A student of this institution (El Centro College) is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.
MAJOR COURSE REQUIREMENT:
Students will participate in Discussions addressing major topics covered in the course.

Students will practice principles of art, audio/visual technology and communications completing assignments for each of the major elements in the units below:

Unit 1: What is CTE and AAVTC?
Unit 2: Visual Communication

Assignments, exams and projects will evaluate the student’s understanding of principles of arts, audio/visual technology and communications presented in the course.

SUBJECT MATTER:
Topics covered in the lecture portion of the course include:

Unit 1 - Key Components
- ELA and CTE, AAVTC Career Cluster, historical principles of AAVTC pathways

Unit 2 - Key Components
- Color theory, ideas and symbols, typography, clear messaging and communication standards, principles of design, color terms in Illustrator, pen tools

DISCLAIMER
The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instructor. When necessary, appropriate notice of such changes will be given to the student.

The instructor-of-record may provide additional information to enhance the course to meet the needs of the enrolled students, provided that the enhancements do not conflict with the official course syllabus.

INSTITUTIONAL POLICIES
All El Centro students are responsible for knowing and adhering to the following institutional and course-related policies:

- [www.elcentrocollege.edu/syllabipolicies](http://www.elcentrocollege.edu/syllabipolicies)
- [Course-related Institutional Policies](http://www.elcentrocollege.edu/syllabipolicies)