Modesto Junior College
Course Outline of Record

CMPGR 215

I. **OVERVIEW**
The following information will appear in the 2009 - 2010 catalog

**CMPGR 215 Business Presentation Graphics** 3 Units

**Recommended for Success:** Before enrolling in this course, students are strongly advised to be able to demonstrate basic computer skills such as creating and navigating folders and files.

The use of a computer as a vehicle for preparing, producing, and controlling the presentation of visuals within the business environments. Hardware and peripheral equipment as well as commercially available software will be covered. Emphasis is placed on the use of existing commercially available software with “hands on" experience being provided in an open lab environment.

Field trips might be required. (A-F or P/NP - Student choice) Lecture /Lab

**Transfer:** (CSU)

II. **LEARNING CONTEXT**
Given the following learning context, the student who satisfactorily completes this course should be able to achieve the goals specified in Section III, Desired Learning:

A. **COURSE CONTENT**

1. **Required Content:**

   a. Communication mode
      i. Elements in communication process
      ii. Factors affecting information transfer
      iii. Visual communication
      iv. History of presentation graphics

   b. Visual communication
      i. The rhetorical functions of visual support media
      ii. Standard visual presentation forms
      iii. The role of the microcomputer in collection, production, and presentation of visuals.

   c. The desktop computer overview - computer graphics work flow
      i. Hardware component in the graphic environment
      ii. Peripheral equipment - In-house vs. service bureau
      iii. User-interfaces, operating systems
      iv. Commercial software and utilities
v. Computer controlled and computer presented presentations

d. Data
   i. Qualitative versus quantitative data
   ii. Data collection, encoding, storage and transfer
   iii. Selecting appropriate formats
      a. Words as visuals
      b. Charts and diagrams
      c. Video and multimedia
      d. Animation

iv. Design considerations
   a. Audience
   b. Color
   c. Presentation mode
   d. Visual perception ability

e. Chart types
   i. Appropriate, inappropriate uses
   ii. Definition, main element, variants
   iii. Requirements and considerations

2. Required Lab Content:

a. Demonstration of Communication modes
   i. Elements in communication process
   ii. Factors affecting information transfer
   iii. Visual communication

b. Illustration of Visual communication
   i. The rhetorical functions of visual support media
   ii. Standard visual presentation forms
   iii. The role of the microcomputer in collection, production, and presentation of visuals.

c. Use of the desktop computer - computer graphics work flow
i. Hardware component in the graphic environment
ii. Peripheral equipment - In-house vs. service bureau
iii. User-interfaces, operating systems
iv. Commercial software and utilities
v. Computer controlled and computer presented presentations

d. Utilization of Data
i. Qualitative versus quantitative data
ii. Data collection, encoding, storage and transfer
iii. Selecting appropriate formats
   a. Words as visuals
   b. Charts and diagrams
   c. Video and multimedia
   d. Animation

iv. Design considerations
   a. Audience
   b. Color
   c. Presentation mode
   d. Visual perception ability

e. Selection of Chart types
   i. Appropriate, inappropriate uses
   ii. Definition, main element, variants
   iii. Requirements and consideration

f. Utilization of software, "hands-on" experience

B. **ENROLLMENT RESTRICTIONS**

1. **Advisories**

   Before enrolling in this course, students are strongly advised to be able to demonstrate basic computer skills such as creating and navigating folders and files.

C. **HOURS AND UNITS**

   | 3 Units |

Division: Business, Behavioral & Social Sciences
D. METHODS OF INSTRUCTION (TYPICAL)

Instructors of the course might conduct the course using the following method:

1. Course material will be presented through combined lecture and video projection computer demonstrations.

2. Assist with hands-on laboratory assignments.

3. Slides and overhead transparencies.

4. Analysis of visuals/graphics created and their use in presentations, comparing them with established criteria.

5. Facilitate student's selection, creation, and production of various types of graphics to meet established criteria for design and audiences.

6. Use of reference books and manuals to accomplish assignments.

E. ASSIGNMENTS (TYPICAL)

1. EVIDENCE OF APPROPRIATE WORKLOAD FOR COURSE UNITS

   Time spent on coursework in addition to hours of instruction (lecture hours)

   1. Weekly graded projects based upon lectures, demonstrations and course material.

   2. Practical final project demonstrating facility with the software and with concepts presented in the course.

2. EVIDENCE OF CRITICAL THINKING

   Assignments require the appropriate level of critical thinking

   1. Create a PowerPoint presentation for a family event. Shoot at least 20 still images at a family birthday, wedding or other gathering. Edit the images and sequence them chronologically adding descriptive text to the frames. Employ a design scheme based on analogous or complementary colors, keying the scheme from the dominant color chord in the images.

   2. Create a PowerPoint presentation based on a recent lecture in another class. For example, trace the political development of Russia from 1917 to present. Include images gathered from the internet or scanned from books in the MJC library. Utilize your own notes to create the text captions. Incorporate a bullet style of your choice for frames of key facts, names and dates.

F. TEXTS AND OTHER READINGS (TYPICAL)


III. DESIRED LEARNING

A. COURSE GOAL

As a result of satisfactory completion of this course, the student should be prepared to:

create an effective digital presentation using industry standard presentation software incorporating a variety of elements that may include text, graphics, images, animation, video, and sound.
B. **STUDENT LEARNING GOALS**  
*Mastery of the following learning goals will enable the student to achieve the overall course goal.*

1. **Required Learning Goals**  
*Upon satisfactory completion of this course, the student will be able to:*

   a. Describe the nomenclature of desktop computer presentation graphics.

   b. Describe hardware and software/graphics limitations and capabilities as they relate to presentation graphics.

   c. Apply specific business graphics software and drivers in conjunction with associated hardware and peripheral devices.

   d. Utilize laboratory microcomputer to aid in the collection, preparation, production and presentation of visuals.

   e. Select appropriate chart and graph types and use graphic picture elements to enhance business presentations.

   f. Identify and apply the principles of data-mapping and encoding visual meanings.

   g. Assess cultural values and symbols and create graphics for an international audience.

   h. Evaluate the role of color and color coding.

   i. Import data and export graphics to other software file formats.

   j. Apply the user-interface and operating system at a level to support the software being used.

   k. Design a computer controlled presentation.

2. **Lab Learning Goals**  
*Upon satisfactory completion of the lab portion of this course, the student will be able to:*

   a. Utilize laboratory microcomputer to aid in the collection, preparation, production and presentation of visuals.

   b. Select appropriate chart and graph types and use graphic picture elements to enhance business presentations.

   c. Import data and export graphics to other software file formats.

   d. Design a computer controlled presentation.

IV. **METHODS OF ASSESSMENT (TYPICAL)**

A. **FORMATIVE ASSESSMENT**

1. Periodic student presentations.

2. Weekly critiques of digital images and projects.

3. Periodic review of student's cumulative work.


5. Periodic tests throughout the semester.
B. SUMMATIVE ASSESSMENT

1. Practical final project.
2. Written final exam.