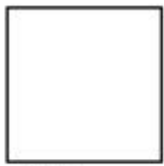# Website Style Guide
For TMCC's Graphic Communications Department
Created by Rebecca Baumann

Color(s)

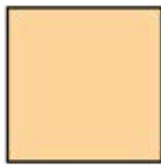*List all colors used in the site as well as acceptable tints and shades. Include both swatches and hexadecimal numbers in your color list.*
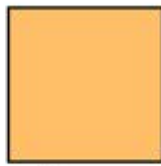
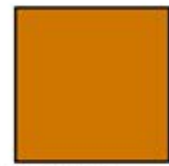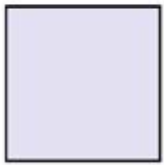|						
White ffffff	TMCC Green aab300	Orange ffd49c	Orange ffbe69	Orange ffa125	Orange f18900	TMCC Orange cf7600
Purple e4e0f3	Purple baafe0	Purple 6f59bf	Purple 503b99	Purple 3d2d74	TMCC Purple 231a43	Black 000000
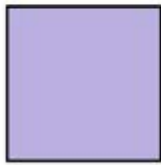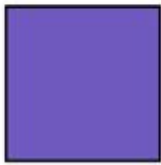
Logo and Logotype

Include a sample of the logo and all acceptable variations. Also include a sample of the type used in the logo (if any) and any acceptable variations (bold, italic, etc.). Be sure to state explicitly where the logo can and cannot be used.

The logo was provided by TMCC. The style used is the white mountain and TMCC logotype in a green square. It is used in both the masthead and the footer.

Graphics

Make a list of all non-logo graphics that appear in your design (persistent navigation, accents, pictures, etc.) along with all acceptable variations of those graphics. Be sure to state explicitly where these graphics can and cannot be used.

The following **header** graphics must be used in the top, left-hand corner of the webpage, right underneath the masthead, and adjacent to the navigation menu:

grc_header.gif
tmcc_header.gif
tmcc_logo.gif

The following **subhead graphics** must be used in the top left <div> only:

core_graphic.gif
eye_graphic.gif
pencil_graphic.gif
silhouette_three.gif

The following **slideshow images** must be used in the gallery only:
thumb1.jpg
thumb2.jpg
thumb3.jpg
thumb4.jpg
thumb5.jpg
thumb6.jpg
thumb7.jpg
thumb8.jpg
thumb9.jpg
thumb10.jpg
thumb11.jpg
thumb12.jpg

image1.jpg
image2.jpg
image3.jpg

image4.jpg
image5.jpg
image6.jpg
image7.jpg
image8.jpg
image9.jpg
image10.jpg
image11.jpg
image12.jpg

The following **graphic elements and pictures** can be used throughout the website in the body content area:

colored_arrows.gif
number_1.gif
number_2.gif
number_3.gif
orange_arrows.gif
print_graphic.gif
purple_tmcc_pic.jpg
silhouette_brian.gif
silhouette_dan.gif
silhouette_michael.gif
silhouette_ron.gif
summer_workshops.gif
sun_graphic.gif
video_graphic.gif
web_graphic.gif

Typography

Include visual samples of the typefaces (primary, secondary and default) used in the site and any acceptable variations (bold, italic, etc.).

There one typeface family used: Noto Sans. It is a Google font, and there are four styles in use throughout the website:

1) Noto Sans Regular
2) *Noto Sans Italic*
3) **Noto Sans Bold**
4) ***Noto Sans Bold Italic***

Design

Attach a dummy to the style guide for each variation of the overall design.

Home page and interior page follows:

GRAPHIC
communications

TMCC

TRUCKEE MEADOWS
COMMUNITY COLLEGE

HOME | PROGRAM OVERVIEW | COURSES

FACULTY | STUDENT GALLERY | CONTACT TMCC

The first tool
a designer needs
is a BRAIN

Our graphics program will stuff your brain with color theory, typography, rendering and illustration, video, animation, print, and web design. Add this information to your creativity, curiosity, and hunger to learn, and soon you'll start walking, talking, and thinking like a designer.

There are three areas of focus

Print Design

This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent

Web Design

This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in

Video & Animation

This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent

If you want to learn how to create, produce and reproduce visual graphics that communicate to an audience, then graphic communications is for you.

TMCC's graphic communications program teaches the theories and applications necessary to get a job in this exciting field.

GRAPHIC
communications

TMCC

TRUCKEE MEADOWS
COMMUNITY COLLEGE

HOME | PROGRAM OVERVIEW | COURSES | FACULTY | STUDENT GALLERY | CONTACT TMCC

grc **courses**

The Graphic Communications (GRC) program offers classes that lead to an Associate degree or a Certificate of Achievement. Instruction includes the use of industry standard graphics software, and the GRC computer labs are equipped with the latest Macintosh computers with support scanners, printers, a sound recording facility and a complete prepress/print shop facility.

For a complete list of credit requirements, please refer to the program worksheets for the following:

Graphic Communications Degree: Associate of Applied Science
Graphic Communications Certificate of Acheivement

Core Requirements
Software Workshops
Emphasis Requirements
Print Classes
Web Classes
Video Classes
Animation Classes

Core Requirements

GRC 107
Design Fundamentals
Prerequisite: None
3.00-4.00 credits

Foundation course in the application and appreciation of the basic principles and elements of design, including form, shape, value and spatial relationships. Emphasis will be placed on developing creative skills and working with the design process. Challenge by portfolio is available.

GRC 109
Color and Design
Prerequisite: None
3.00-4.00 credits

Color theories, color technologies and the applications of color in art and design. Intermediate, two-dimensional design problems focusing ton the compositional, optical and psychological aspects of visual communication.

GRC 110
Rendering and Illustration
Prerequisite: None
4.00 credits

Foundation course for developing basic skills and techniques in visualizing and rendering images in 2D and 3D presentations. Projects will focus on manual techniques and their applications in print and digital media. Challenge by portfolio is available. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

GRC 118
Computer Graphics/Print Media
Prerequisite: GRC 107, GRC 109, and GRC 110 or approval of instructor
3.00-4.00 credits

Foundation course that introduces computer systems and applications as they relate to graphic communication for print media. Class will present a project-based overview of vector-draw, image manipulation, page layout and electronic publishing software. Challenge exam is available.

GRC 119
Computer Graphics/Digital Media
Prerequisite: GRC 107, GRC 109, and GRC 110 or approval of instructor
3.00-4.00 credits

Foundation course that introduces computer systems and applications as they relate to graphic communications for digital media. Class will present a project-based overview of content creation, Web design, Web animation, digital video and 3D modeling. Challenge exam is available.

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Software Workshops

SUMMER

The Graphic Communications program offers a series of 0.5 - 1 credit professional level software applications classes that focus on one particular graphics software over a one- to four-week period.

These short courses are tailored to meet the needs of industry professionals and may not apply toward the Associate of Applied Science degree in Graphic Communications.

The following applications are currently being offered:

- InDesign (beginning and advanced)
- Illustrator(beginning and advanced)
- Photoshop (beginning and advanced)
- Acrobat
- Dreamweaver
- Flash Professional
- Premiere

These workshops are listed in the TMCC class schedule under the Graphic Communications section. The GRC program also offers customized workshops that can be developed to meet the specific needs of companies and organizations. For more information on customized workshops, please call 775-673-7266.

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