

COURSE OUTLINE

Introduction to Digital Design

Course Description

IN 124. Introduction to Digital Design. 3 hours credit. This course will enable the student to articulate and apply the basic principles and processes used in traditional and digital graphic and multimedia design. The student will consider typography, color, images, animation, sound and video as elements of digital design and production. Following a methodical design process, the student will employ essential tools used to create both traditional and digital media. Before enrolling in Introduction to Digital Design, the student must be skilled in computer operation.

Course Relevance

The digital media field emerged from the union of powerful technologies, artistic expression, and vibrant market forces. This convergence of science, art, commerce, and industry has created new opportunities in education, entertainment, communication, training and business. Using text, graphics, audio and video, digital media gives people from every profession the power to shape their ideas and deliver their messages in a sophisticated digital environment. From color theory and principles of design, to production tools and management, Introduction to Digital Design helps learners acquire an overview of the skills needed to communicate well with multimedia. It is a foundational course for a variety of professions, including multimedia associate producer, web designer, web content creation specialist, interface designer, multimedia programmer/authoring specialist, multimedia graphic production artist, digital video specialist, interactive/technical writer, multimedia project manager and more.

Required Materials

USB Drive, 1 GB minimum

Note: Majors in digital media can use one drive for several classes

Learning Outcomes

The intention is for the student to be able to

1. Create traditional media, print and digital media projects that demonstrate effective use of established design principles for typography, color, images, animation, sound and video

Primary Learning PACT Skills that will be DEVELOPED and/or documented in this course

Through the student's involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Nonverbal Communication

- Through the consideration of the communicative impact of color, shape, movement, and sound, the student will develop nonverbal and non-textual communication skills

Secondary skills (developed but not documented):

Critical Thinking
Field-Related Technology

Major Summative Assessment Task(s)

These learning outcomes and the primary Learning PACT skills will be demonstrated by

1. Designing and creating specified projects that demonstrate the ability to apply graphic and multimedia design principles to the creation of traditional media, print and digital media

Course Content

- I. Themes – Key recurring concepts that run throughout this course:
 - A. Design principles and practices
 - B. Traditional and digital media production methods
- II. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Balancing client needs, technical restraints and design goals
 - B. Understanding the conflict between the urge to design impulsively and the need to design methodically
- III. Concepts – Key concepts that must be understood to address the issues:
 - A. Design principles applied to elements of traditional and digital media
 - B. The evolution of production tools and processes
- IV. Skills/Competencies – Actions that are essential to achieve the course outcomes:
 - A. Define graphic design, traditional media and digital multimedia
 - B. Articulate and apply design principles to specified projects
 - C. Develop basic skills with the essential tools and processes of traditional and digital production
 - D. Create original designs and express them in traditional, print and animated digital formats
 - E. Design and produce digital media to support an assigned virtual client

Learning Units

- I. Definitions
 - A. Graphic design
 - B. Traditional media
 - C. Digital media
- II. Design principles
 - A. Line, shape and color
 - B. PARC
 - C. Grid

D. Type categories

III. Design processes

- A. Photoshop essentials
- B. Illustrator essentials

IV. Design products

- A. Web design
- B. Digital illustration
- C. Package design
- D. Animation
- E. Sound: loops and effects
- F. Movie trailers

Learning Activities

Learning activities will involve the student in examining various aspects of digital design. Lectures, discussions, projects, readings, viewing of various pages, research assignments, quizzes and tests may be employed to prepare the student to be equipped to successfully complete the major assessment task.

Grade Determination

The student will be graded on assessment tasks, other graded learning activities, and participation and discussion.