

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 157		Number of Credits: 3 Course credit policy (105)															
Course Full Title: Digital Design Media I Course Short Title: <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>																	
Faculty: Faculty of Humanities		Department (or program if no department): Graphic + Digital Design															
Calendar Description: Introduction to digital image making in both vector and raster formats, using Adobe software, and the use of the right tool for the right task. Content-driven projects combined with workshops focus on image creation, image use, and critical reflection in visual communication contexts. Note: This course uses tools and technology that vary according to current industry practice. Note: Basic computer knowledge is recommended.																	
Prerequisites (or NONE):		None.															
Corequisites (if applicable, or NONE):																	
Pre/corequisites (if applicable, or NONE):																	
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Dual-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Special Topics <i>(Double-click on boxes to select.)</i> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, topic will be recorded when offered.)</i>															
		Independent Study If offered as an Independent Study course, this course may be repeated for further credit: <i>(If yes, topic will be recorded.)</i> <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit															
		Transfer Credit Transfer credit already exists: <i>(See bctransferguide.ca.)</i> <input type="checkbox"/> No <input type="checkbox"/> Yes Submit outline for (re)articulation: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>															
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar hours</td> <td>25</td> </tr> <tr> <td>Tutorials/workshops</td> <td>20</td> </tr> <tr> <td>Supervised laboratory hours</td> <td>15</td> </tr> <tr> <td>Experiential (field experience, practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Supervised online activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total hours</td> <td>60</td> </tr> </table>		Lecture/seminar hours	25	Tutorials/workshops	20	Supervised laboratory hours	15	Experiential (field experience, practicum, internship, etc.)		Supervised online activities		Other contact hours:		Total hours	60	Grading System <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit	
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Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Maximum enrolment (for information only): 24 Expected Frequency of Course Offerings: Annually <i>(Every semester, Fall only, annually, etc.)</i>															
Department / Program Head or Director: Karin Jager		Date approved: August 2020															
Faculty Council approval		Date approved: January 2020															
Dean/Associate VP: Jacqueline Nolte		Date approved: January 2020															
Campus-Wide Consultation (CWC)		Date of posting: n/a															
Undergraduate Education Committee (UEC) approval		Date of meeting: February 28, 2020															

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Describe the capabilities of digital image software.
- Use software and industry-specific terminology, menus, essential keyboard and navigation shortcuts.
- Source and use images ethically within a professional code of conduct.
- Implement best workflow techniques for font management, importing, enhancing, and printing images from scanners and digital cameras.
- Create raster format images and vector-based digital graphics and discern which tool to use for which media.
- Identify formal elements in a variety of visual digital imaging.
- Communicate capably with and about images in visual communication.
- Analyze digital image solutions in visual media within a contextual framework.
- Articulate personal vision through digital graphics to multiple audiences and situations.
- Execute the requirements for print and digital design projects, utilizing skills to formulate content.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.)*

Lectures, demonstrations, workshops, tutorials, self-directed skill development.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials *(If more space is required, download Supplemental Texts and Resource Materials form.)*

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Subscription to Lynda.com	<input type="checkbox"/>		
2.		<input type="checkbox"/>		

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Macintosh computer, Flash drive, Adobe CC current edition.

Typical Evaluation Methods and Weighting

Quizzes/tests:	10%	Assignments:	90%	Field experience:	%	Total:	100%
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Typical Course Content and Topics

Week 1: Introduction to digital image making and the Photoshop Interface. Preferences, new document set-up, tools overview, menu overview, palettes, resolution, file sizes, navigation, keyboard short cuts.

Week 2: Working with Images. Introduction to sourcing images through stock photography (royalty free and licenses), internet searches, digital scanners, best ethical practices and using Adobe Bridge. Understanding layer styles, blend modes, effects, filters, gamma and color correction.

Week 3: Compositing Techniques with Layer Mask. Project 1: Collage art using pen tool, refine edge techniques, creating clipping masks, adjustment layers. Working with digital imaging to convey message and concept to your audience. Research and planning the creative digital imaging process with ethically sourced images.

Week 4: Retouching Techniques: How to restore images and photos using clone, patch, healing brush, content aware fill, blur, sharpen, dodge and burn. Discuss how to use tools for magazine touch ups and visually create pleasing images for your target audience.

Week 5: Project 1 Critique. Gallery walk through of digital images with class presentations and group discussions. How to present your work and introduce your ideas in an audience setting. Reflection if visual communication goals are successful.

Week 6: Introduction to Adobe Illustrator. Pen tool techniques, shapes, pathfinder, bezier curves, points, layers, grouping & stacking order. The different usage of Photoshop and Illustrator. What type of visual communication medium is used in the appropriate context.

Week 7: Understanding the Pen Tool. Project 2. What environment creates vector images and how do we visually communicate story using illustration.

Week 8: Typography in Illustrator. Character Palette, typography key terms, guides, managing fonts, layout.

Week 9: Designing with Seamless Patterns. Reviewing art movements that uses seamless patterns such as art deco. Create bounding boxes using negative and positive space. Scale, skew, transform, alignment, average, constrain.

Week 10: Project 2 Critique. Gallery walk through of Project 2. Discuss challenges of designing a character. Is the character appropriately portrayed visually using illustration tools available. Project 3.

Week 11: Exploring trace techniques and textures. Porting objects from Photoshop to Illustrator. Creating dynamic illustrations using organic textures and brush strokes. Create clipping mask, outlines, compound paths, isolation mode. Discuss composition, form, in organic illustrations. Project 4.

Week 12: Project 3 Critique. Project 3 gallery walk through and class critique. Examine compositions, discuss how we present to an audience. What concepts make a project successful.

Week 13: Keyboard short cut quiz in Photoshop & Illustrator. Project 4 Final project due.