



COURSE IMPLEMENTATION DATE: January 2004  
 COURSE REVISED IMPLEMENTATION DATE: September 2012  
 COURSE TO BE REVIEWED: March 2018  
*(six years after UPAC approval)* *(month, year)*

**OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION**

Students are advised to keep course outlines in personal files for future use.  
 Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

GD 157	College of Arts – Graphic Design	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
Digital Design Media I		
COURSE DESCRIPTIVE TITLE		

**CALENDAR DESCRIPTION:**

This course introduces digital design applications for image making in both vector and raster formats. Content-driven projects combined with workshops will focus on creating images for different types of media and using the right tool for the right task.

PREREQUISITES: None  
 COREQUISITES:  
 PRE or COREQUISITES:

**SYNONYMOUS COURSE(S):**

- (a) Replaces: \_\_\_\_\_
- (b) Cross-listed with: \_\_\_\_\_
- (c) Cannot take: \_\_\_\_\_ for further credit.

**SERVICE COURSE TO:** *(department/program)*

**TOTAL HOURS PER TERM:** 60

**STRUCTURE OF HOURS:**

Lectures:	<u>25</u>	Hrs
Seminar:		Hrs
Laboratory:	<u>25</u>	Hrs
Field experience:		Hrs
Student directed learning:	<u>10</u>	Hrs
Other (specify):		Hrs

**TRAINING DAY-BASED INSTRUCTION:**

Length of course: \_\_\_\_\_  
 Hours per day: \_\_\_\_\_

**OTHER:**

Maximum enrolment: 24  
 Expected frequency of course offerings: Once per year  
*(every semester, annually, every other year, etc.)*

**WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)**  Yes  No  
**WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)**  Yes  No  
**TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:**  Yes  No

Course designer(s): <u>Graphic Design Faculty</u>	Date approved: <u>February 3, 2012</u>
Department Head: <u>Tetsuomi Anzai</u>	Date of meeting: <u>February 17, 2012</u>
Supporting area consultation (Pre-UEC)	Date approved: <u>February 17, 2012</u>
Curriculum Committee chair: <u>Tetsuomi Anzai</u>	Date approved: <u>February 17, 2012</u>
Dean/Associate VP: <u>Jacqueline Nolte</u>	Date of meeting: <u>March 2, 2012</u>
Undergraduate Education Committee (UEC) approval	

**LEARNING OUTCOMES:**

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

- describe the capabilities of digital image software and continue investigation through self-directed learning;
- use software and industry specific terminology, menus, and navigation;
- discern which tool to use for which task and which media;
- set up preferences and create new documents;
- apply essential keyboard and navigation shortcuts;
- apply software automation features to do more in less time;
- 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;
- attain proficiency using digital imaging software; and
- execute the requirements for print and digital design projects, utilizing skills to formulate content.

**METHODS:** *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures  
Demonstrations  
Workshops  
Tutorials  
Self-directed skill development

**METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):**

Examination(s)                       Portfolio assessment                       Interview(s)                       Other (specify):

PLAR cannot be awarded for this course for the following reason(s):

**TEXTBOOKS, REFERENCES, MATERIALS:** *[Textbook selection varies by instructor. Examples for this course might be:]*

Lourekas, P. & Weinmann, E. *Visual Quickstart Guide, Photoshop CS5*. Berkeley, California: Peachpit Press, 2010.  
Adobe Illustrator CS5. *Classroom in a Book*. California: Adobe Press, 2010.  
Subscription to Lynda.com

**SUPPLIES / MATERIALS:**

Universal Type Client  
Adobe Type Library  
Adobe CS current edition  
Macintosh computer  
iPad

**STUDENT EVALUATION:** *[An example of student evaluation for this course might be:]*

35% Exercises: 5% each  
20% Project 1: Composite Image  
20% Project 2: Pictogram Series  
15% Project 3: Extreme Makeover  
10% Quiz

**COURSE CONTENT:** *[Course content varies by instructor. An example of course content might be:]*

An introduction to digital imaging, and Adobe CS including Illustrator, Photoshop, Bridge, Acrobat and Distiller.

Using Adobe Photoshop:

- Preferences, menus, toolbox, option bar, layers and palettes
- Working with files; viewing images; grids and guides; customizing the work area; recovery and undo; managing the work space and floating palettes; image and canvas size; and using the file menu
- Using Adobe Bridge to manage and select digital images
- Types of images, sizes, resolutions and formats

**Course content continued:**

- Colour modes; colour management; display proofs; channels and bit depth; converting between colour modes and choosing the correct mode
- Colour and tonal adjustments; viewing histograms and pixel value; adjusting images with levels; curves and exposure; hue/saturation colour balance corrections; improving highlight and shadow detail, matching, replacing and mixing colours
- Making selections; adjusting pixel selections; using masks; layer basics; grouping and linking layers, opacity and blending options
- Channels and spot colours; layer effects and styles; painting tools, filters, type layers
- Interactive design components and save for web feature
- Applying content-aware fill, stamp tool and healing brush tool to retouch with accuracy; creating complex layer masks and perform color-correction tasks; using sharpening and blurring techniques; combining multiple versions of an image to simulate greater dynamic range; applying expert masking techniques for seamless photo composition; and using the best techniques for converting color images to black and white

Using Adobe Illustrator:

- Preferences, new document set-up, guides, elements, tools, palettes, units of measure, display, navigation, and view size
- Tools and palettes. Placing images, drawing with the pen tool. Creating more complex shapes, live trace.
- More pen tool, advanced type functions, pathfinder and filters
- Creating more complex objects and advanced type functions
- Reviewing tools palette, guides, stacking orders and using layers. Illustrator file format compatibility
- Graphing tools and printing. Web design components

Using Adobe Acrobat:

- Acrobat navigation, setup, features and presentation elements
- Creating links and interactive functions for online and on-screen