

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 (if title exceeds 30 characters):																			
Faculty: Faculty of Humanities		Department (or program if no department): Graphic Design																	
Calendar Description:																			
Introduction to 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.																			
Note: This course uses tools and technology that vary according to current industry practice.																			
Prerequisites (or NONE):		None.																	
Corequisites (if applicable, or NONE):																			
Pre/corequisites (if applicable, or NONE):																			
Equivalent Courses (cannot be taken for additional credit)		Transfer Credit																	
Former course code/number:		Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No																	
Cross-listed with:		Transfer credit requested (OREg to submit to BCCAT):																	
Equivalent course(s):		<input type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in transfer credit form)																	
<i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		Resubmit revised outline for articulation: X Yes <input type="checkbox"/> No																	
		To find out how this course transfers, see bctransferguide.ca .																	
Total Hours: 60		Special Topics																	
Typical structure of instructional hours:		Will the course be offered with different topics?																	
<table border="1"> <tr> <td>Lecture hours</td> <td>25</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td>20</td> </tr> <tr> <td>Laboratory hours</td> <td>15</td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total</td> <td>60</td> </tr> </table>		Lecture hours	25	Seminars/tutorials/workshops	20	Laboratory hours	15	Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		Total	60	<input type="checkbox"/> Yes <input type="checkbox"/> No	
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		If yes, different lettered courses may be taken for credit:																	
		<input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit																	
		<i>Note: The specific topic will be recorded when offered.</i>																	
		Maximum enrolment (for information only): 24																	
		Expected frequency of course offerings (every semester, annually, every other year, etc.): Annually																	
Department / Program Head or Director: Karin Jager		Date approved: October 1, 2015																	
Faculty Council approval		Date approved: November 2015																	
Campus-Wide Consultation (CWC)		Date of posting: n/a																	
Dean/Associate VP: Jacqueline Nolte		Date approved: November 2015																	
Undergraduate Education Committee (UEC) approval		Date of meeting: January 29, 2016																	

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, 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.

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.

Grading system: Letter Grades: Credit/No Credit: Labs to be scheduled independent of lecture hours: Yes No

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"/>		

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

Macintosh computer, Flash drive , Adobe CC current edition.

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	90%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	10%	Lab work:	%	Field experience:	%	Total:	100%

Typical Course Content and Topics

An introduction to digital imaging, and Adobe CC 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
- 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