

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

<b>Course Code and Number:</b> GD 157		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> Digital Design Media I																			
<b>Course Short Title (if title exceeds 30 characters):</b>																			
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Graphic Design																	
<b>Calendar Description:</b> Introduction to digital image making in both vector and raster formats, 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.																			
<b>Prerequisites (or NONE):</b>		None.																	
<b>Corequisites (if applicable, or NONE):</b>																			
<b>Pre/corequisites (if applicable, or NONE):</b>																			
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: Cross-listed with: Equivalent course(s): <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>		<b>Transfer Credit</b> Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  Transfer credit requested (OReg to submit to BCCAT): Yes <input type="checkbox"/> No (if yes, fill in transfer credit form)  Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 60</b> <b>Typical structure of instructional hours:</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr><td>Lecture hours</td><td style="text-align: right;">25</td></tr> <tr><td>Seminars/tutorials/workshops</td><td style="text-align: right;">20</td></tr> <tr><td>Laboratory hours</td><td style="text-align: right;">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 style="text-align: right;"><b>Total</b></td><td style="text-align: right;"><b>60</b></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:		<b>Total</b>	<b>60</b>	<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  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>	
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<b>Total</b>	<b>60</b>																		
		<b>Maximum enrolment (for information only):</b> 24																	
		<b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> annually																	
<b>Department / Program Head or Director:</b> Karin Jager		<b>Date approved:</b> October 23, 2016																	
<b>Faculty Council approval</b>		<b>Date approved:</b> November 2016																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> n/a																	
<b>Dean/Associate VP:</b> Jacqueline Nolte		<b>Date approved:</b> November 2016																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> December 16, 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, 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.

**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			

**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%	Quizzes/tests:	10%	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, 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: Digital Darkroom.* How to restore images and photos using clone, patch, healing brush, content aware fill, blur, sharpen, dodge & 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: Character Design. What environment creates character and how do we visually communicate our character's story visually in illustration.
- Week 8: *Typography in Illustrator.* Character Palette, typography key terms, guides, managing fonts, layout.
- Week 9: *Designing with Seamless Patterns in Art Deco.* 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 character designs. Discuss challenges of designing a character. Is the character appropriately portrayed visually using illustration tools available. Project 3: Self Portraits.
- Week 11: *Exploring Live Trace Techniques & Texture in Vector Works.* Parting objects from Photoshop to Illustrator using live trace techniques. Create dynamic illustrations using organic textures and brush strokes. Create clipping mask, outlines, compound paths, isolation mode. Discuss composition, form, in organic illustrations.  
Project 4: Create a Landscape using Organic Textures.
- Week 12: *Project 3 Critique.* Project 3 gallery walk through and class critique. Examine portraits, discuss how we present ourselves to an audience. What concepts make a self-portrait successful. How does the idea of existentialism play into self-portraits and becoming self-aware.
- Week 13: *Keyboard Short Cut Quiz in Photoshop & Illustrator.* Project 4 Final project due.