

UNIVERSITY COLLEGE OF THE FRASER VALLEY

COURSE INFORMATION

DISCIPLINE/DEPARTMENT: Graphic Design **IMPLEMENTATION DATE:** Jan. 8, 1996

Revised: _____

GD 255	Digital Design Processes	3
SUBJECT/NUMBER OF COURSE	DESCRIPTIVE TITLE	UCFV CREDITS

CALENDAR DESCRIPTION: The course will introduce students to a variety of software programs and will demonstrate how each one has unique capabilities. Students will practise image manipulation using photographic, illustrative and typographic elements having first researched all material for electronic formatting. Emphasis will be placed on current electronic techniques as a pre requisite to pre-press technology together with a creative exploration of digital effects. Students will be actively encouraged to discover their own electronic visual vocabulary for later application to a variety of design problems.

RATIONALE: will follow through from Computing for Graphic Design to augment expertise in the major graphics software programs - thus allowing for a more innovative discovery of electronic imagery. It will also allow for an introductory working knowledge of new technology & programs that may be adopted by industry in the future

COURSE PREREQUISITES: GD 115, AH 101, GD 114, GD 153, FA 181, GD 113, GD 116, AH 102, FA 121, GD 123, GD 125, GD 127, GD 200, CMNS 169, GD 201, GD 203, GD 204, GD 205

COURSE COREQUISITES: GD 254, GD 216, GD 253, GD 256, CMNS 125 or CMNS 155

HOURS PER TERM FOR EACH STUDENT	Lecture	15	hrs	Student Directed Learning	hrs
	Laboratory	52.5	hrs	Other - specify:	
	Seminar		hrs	<u>Critique</u>	15 hrs
	Field Experience		hrs	TOTAL	82.5 HRS

MAXIMUM ENROLMENT: 20

Is transfer credit requested? **Yes** **No**

AUTHORIZATION SIGNATURES:

Course Designer(s): Graphic Design Program **Chairperson:**
Curriculum Committee

Department Head: Marion Llewellyn **Dean:**

PAC: Approval in Principle _____ **PAC: Final Approval:** _____
(Date) (Date)

GD 255

NAME & NUMBER OF COURSE

SYNONYMOUS COURSES:

(a) replaces Electronic Pre-Press 1, GD 155
(course #)

(b) cannot take N/A for further credit
(course #)

SUPPLIES/MATERIALS:

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

Analog
Wired
Design Essentials

OBJECTIVES:

1. To understand the necessity of pre- digital preparation
2. To practise a variety of Digital Design input devices & techniques
3. To remain abreast with changing Industry standards
4. To become aware of global digital design
5. To discover an individual electronic voice

METHODS:

As well as productive computer lab time, classes will be structured to incorporate individual tutorials, demonstrations, lectures, critiques and guest speakers.

GD 255

NAME & NUMBER OF COURSE**STUDENT EVALUATION PROCEDURE:**

Emphasis will be placed on the ability to combine and exploit all effects produced by the major graphics software programs. The technical mastery of the latter will be of prime importance. Students will be expected to attend class regularly, unless extenuating circumstances prevail and with consistent punctuality. All stages of an assignment from initial research through to the finished output will be according to the instructor's deadline.

Grade Scale

A+	95-100%	B+	75-79%	C+	60-64%		
A	85-94%	B	70-74%	C		55-59%	
A-	80-84%	B-	65-69%	C-		50-54%	P 45-49%

COURSE CONTENT

There will be four projects throughout the semester

1. Magazine cover using Photo shop & Quark	20%
2. Poster using Adobe Illustrator & Quark	20%
3. Animated electronic story board using Macro Media Director	20%
4. Internet Web Page using Quark	20%
5. Technical Progress	10%
6. Participation	10%
TOTAL	100%