

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

GRAPHIC DESIGN 105 - FUNDAMENTALS OF DIGITAL MEDIA

2 hours lecture, 3 hours laboratory, 3 units

Catalog Description

This course explores the digital software used for graphic design, multimedia, and web design, specifically the use of vector (Adobe Illustrator) and raster images (Adobe Photoshop). Using the design process, students will create projects that require the use and comprehension of various file formats and color modes used in print and web design. Input devices such as digital cameras and scanners will be used to enhance projects. The elements of art and principles of design will be introduced as students develop aesthetic compositional skills.

Recommended Preparation

Basic computer and file management skills

Entrance Skills

Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:

- 1) Use Window or MacOS to manage files (copy, move, rename, delete, organize in folders), manage multiple windows, and launch applications.
- 2) Perform basic application skills (copy and paste, file save, print, etc.).

Course Content

- 1) Basic computer skills required for graphic design and web design:
 - a. Computer systems, disk storage, and networks used in the labs
 - b. Use of external input devices such as graphic tablets and digital cameras
 - c. Use of export devices, such as laser and ink jet printers
 - d. File management and use of removable storage media
 - e. Use of the Internet and Web browsers and search engines
- 2) Basic digital production skills:
 - a. Use of vector graphics and raster images using industry standard software to create meaningful design projects
 - b. Introduction to color modes of CMYK and RGB
 - c. Application of various file formats used in print and web projects
 - d. Comprehension of file management for size and resolution of projects
- 3) Introduction to design principles, design process, and typography:
 - a. Use of the elements of art and principles of design to create aesthetic compositions
 - b. Use the design process from research, roughs, and comps to final design
 - c. Appropriate use of type, and introduction to typographic terminology
 - d. Introduction to portfolio organization and presentation techniques
 - e. Emphasis on legal and ethical issues related to copyright infringement

Course Objectives

Students will be able to:

- 1) Create various design projects using computers and design software.
- 2) Use design principles and the design process for design projects.
- 3) Import images from scanners and digital cameras to enhance design projects.

- 4) Apply proper file formats and color modes for web and print design.
- 5) Incorporate typographic treatments with proper type styles to design projects.
- 6) Export design projects to laser and inkjet printers for review.
- 7) Describe the use of design principles in composition through critiques.
- 8) Articulate through use of typographic terminology of font styles used in design.
- 9) Manage various files used in the design process, and folders for the work.
- 10) Demonstrate legal and ethical behavior in respecting copyrighted material.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Testing and classroom discussions that measure students' ability to use design terminology to explain design and technology concepts.
- 2) Work-based learning projects that measure students' ability to use computer applications to solve real-life graphic design problems.
- 3) Exercises that demonstrate effective visual problem-solving techniques based on criteria specified by the instructor. For example, students will sketch a grid layout for a flyer.
- 4) Measured competency skills that require practiced use of hardware and software applications. For example, students will edit an image, adjust its size and color, and output the final work.
- 5) Exercises that require effective written communication based on rubrics specified by the instructor. For example, students will write the text for a flyer or newsletter using correct spelling and grammar in language appropriate for the audience, topic, and goals of the piece.
- 6) Critiques that require students to comprehend and apply feedback to improve work based on specified rubrics.

Special Materials Required of Student

Removable storage media, notebook/sketchbook

Minimum Instructional Facilities

Computer lab, flat files, storage cabinets, large wall spaces with bulletin boards, marker boards, bright lighting, computer projection system, overhead projector, AV screen, software, input devices, graphic tablets, printers, scanners and digital cameras

Method of Instruction

- 1) Lecture and demonstration
- 2) Analysis of examples of graphic designs
- 3) Assignments
- 4) Individual student instruction and conferences
- 5) Student presentations
- 6) Instructor/student critiques

Out-of-Class Assignments

- 1) Text reading assignments
- 2) Practical application projects
- 3) Exams and quizzes
- 4) Topical discussions on pertinent industry case studies and current events

Texts and References

- 1) Required (representative example): Design with Adobe Creative Cloud Classroom in a Book: Basic Projects Using Photoshop, Illustrator, InDesign and more. Adobe Press, 2019.
- 2) Supplemental: As assigned by instructor

Exit Skills

Students having successfully completed this course exit with the following skills, competencies and/or knowledge:

- 1) Create various digital design projects for use in a variety of media.
- 2) Apply the design principles and design process to create finished layouts.
- 3) Enhance designs by importing and enhancing digital images.
- 4) Identify the proper use of color modes for CMYK and RGB
- 5) Manage file size and formats when using raster and vector graphics.
- 6) Use proper type styles, sizes, and weights in web and print design.
- 7) Describe the principles of design used in composition.
- 8) Describe the type fonts used in design by family, style, size, and weight.
- 9) Demonstrate the legal and ethical respect for copyrighted material.

Student Learning Outcomes

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

- 1) Apply industry standards and terminology for the design process, file integration, resources and production.
- 2) Synthesize and apply principles of design, best practices and creativity to produce basic graphic design projects.
- 3) Demonstrate proficiency in digital workflow, project management and group project dynamics.