Course: Foundations of Digital Design   **Course Number:** GR 10370

Instructor: Kirk Widra M.Ed.

Day / Time: Wednesday 1:00 – 5:00

Prerequisites: Fundamentals of Design

Email Address: kirkwidra@gmail.com

Contact Hours: 4 Per Week

Instructional Contact Hours: Lecture: 22 hrs Lab 22 hrs

Academic Credits: 3 Credits

Course Length: 11 weeks

Course Description:
This develops proficiency in operating the Mac as applied to learning the basic design tools and protocols of Adobe Creative Suite's major programs. There is a combined emphasis on acquiring hardware and software skills with an understanding of design fundamentals, principles of composition, and visual hierarchy in contemporary digital design. Hands on projects include creating graphics in a variety of formats to develop a better workflow and visual communications.

Institutional Learning Objectives
- Integrate creative discipline specific knowledge, skills and abilities to obtain entry level employment in chosen field
- Use critical thinking in creative and innovative problem solving and decision making
- Apply ethical responsibility and integrity to personal and professional situations
- Implement sound business practices and professionalism including career development strategies in chosen career field

Class Competencies
1. Identify electronic environments
2. File saving and sharing
3. Image selection and manipulation

4. Using electronic images and for marketing objective
5. Operate and manage desktop computer
6. Manage files in varying formats
7. Reproduction Techniques

Competencies/Learning Objectives:
1. Review the design process from concept to actuality
2. Overview of the history of merchandising in the apparel industry, developments in the modern market. Related terminology.
3. Analysis of target markets
4. Developing, sourcing and costing product within a team framework (one design student paired with one marketing student)
5. Quality control
6. Product presentation
7. Future technologies

Required Text: *Digital Foundations: Introduction to Media Design with the Adobe Creative Suite · **Publisher:** New Riders; 1 edition (December 21, 2008) **Language:** English **ISBN-10:** 0321555988 **ISBN-13:** 978-0321555984*

Technology Needed: Student will be responsible for computer generating all homework materials as needed. Student are required to use Microsoft Word and whatever graphics and word processing programs they deem necessary. **NOTE: All homework must be submitted in a computer-generated format where applicable, no other format will be accepted. All homework must contain your full name and chapter and or topic in MLA format *(where applicable) to receive credit.**

Instructional Materials and References: Students will be required to gather materials based on instructors' examples and as part of research and developing of projects.

Teaching Strategies: Students will be exposed to a combination of instructional techniques including field trips, lectures, hands on demonstrations and exercises, and guest speakers. All project topics are reinforced by one of the previous techniques and are reexamined from multiple angles in order to ensure a clear understanding of material.

Requirements for Successful Completion of Course: Required attendance, consistent class participation, and the successful completion of all assignments. All projects must be completed to complete this course. Preparedness will also be considered in the determination of the final grade. If a student is continuously unprepared for class, or leaves early that will have a negative impact on the final grade

Methods of Evaluation: Projects(s) 50% | Class participation, attendance, and homework 50%

Instructor Availability Outside of Class: Please email in advance to ensure appointment time and location.

- **Day:** Monday | **Time:** 7:00 – 8:00 & 12:00 – 1:00 | **Location:** 1622 Main 8th Floor

- **Day:** Wednesday | **Time:** 12:00 – 1:00 | **Location:** 1622 Main 8th Floor Faculty Workspace

- **Day:** Thursday | **Time:** 12:00 – 1:00 | **Location:** 1622 Main 8th Floor Faculty Workspace

Dates of Final Review(s): Week 5 for midterm grade and Week 11 for final grade

Estimated Homework Hours: 1-4 a week depending on needs of projects

Estimated Technology Hours: As needed

Topical Outline of Course: *Please note this outline is subject to change based on the needs of the course and or time allotted.

Wk 1: Introduction to class and instructor. Go over syllabus. Lecture on what is computer graphic design, its purpose, methods and history. Begin exploring the use of the Mac operating system and begin working on computer with vector- based images. Lecture / demonstration on the following topics

- Intro to the Mac operating system
- File management
- Setting up file for a variety of uses and applications
- Basic selection
- Creating basic shapes and assigning fill color, outline and brush
- Line tools

Wk 2: Review information from previous week. Lecture / demonstration on the following topics

- Review basic shapes
- Advanced Selection
- Pen tool
- Use of layers
- Clipping masks
- Pathfinder tool
- Tracing technique
- Alignment tools

Wk 3: Review information from previous week. Lecture / demonstration on the following topics

- Advanced tracing techniques
- Alignment tools
- Use of grid view
- Type tool
- Color management

Wk 4: Review information from previous week. Issue midterm exercise. Lecture / demonstration on the following topics

- Review advanced tracing techniques
- Introduce Photoshop basics
- Resolution issues
- Scanning and digital camera principles
- Overview of Photoshop pallets

Wk 5: Review information from previous week. Lecture / demonstration on the following topics

- Review Photoshop basics, resolution issues, scanning and digital camera principles and overview of Photoshop pallets
- Analyzing files for reproduction and cross platform use
- Use of layers pallet
- Adjusting images and resolution
- Understanding the histogram
- Levels and curves
- Hue and Saturation
- Selection tools (magic wand tool, direct select and marque tools)
- Path conversion, selection and manipulation

Wk 6: Review information from previous week. Lecture / demonstration on the following topics

- Selection techniques
- Analyzing files for reproduction and cross platform use
- Selection tools (magic wand tool, direct select and marque tools)
- Path conversion, selection and manipulation
- Basic composite techniques, cutting and copying selections to layers
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Wk 7: Review information from previous week. Lecture / demonstration on the following topics

- Review basic composite techniques
- Selection tools (magic wand tool, direct select and marque tools)
- Path conversion, selection and manipulation

- Basic composite techniques, cutting and copying selections to layers
- Use of layer masks and advanced compositing techniques

Wk 8: Review information from previous week. Lecture / demonstration on the following topics
- Review advance composite techniques
- Selection tools (magic wand tool, direct select and marque tools)
- Path conversion, selection and manipulation
- Basic composite techniques, cutting and copying selections to layers
- Use of layer masks and advanced compositing techniques
- File types and their uses
- Saving and uploading files for use on the web
- Introduce In-Design basics

Wk 9: Review information from previous week. Lecture / demonstration on the following topics
- Review In-Design basics
- File set up and management
- Layout design
- Basic image and type placement
- Creating basic shapes

Wk10: Review information from previous week. Lecture / demonstration on the following topics
- Review In-Design basics, saving files and preparing for print
- Overview of all material covered in class

Wk11: Review information from previous week. Lecture / demonstration on the following topics
- Review In-Design basics, saving files and preparing for print
- Overview of all material covered in class
- Provide Q&A

Attendance Policy
- I am committed to a learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.

- A student who is absent for *three cumulative weeks** will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11

week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.

- It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. **You are expected to spend the entire amount of scheduled class time in the classroom**. If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.

- Students who are not marked present in <u>any</u> of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

- Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.

- If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Academic Dishonesty Policy: Please note that any form or degree of academic dishonesty challenges the principles of truth and honesty which are among the cornerstones of the college. Consequently, the college treats academic dishonesty as a serious violation of academic trust. All students found to have engaged in such behavior will be penalized.

Acts of academic dishonesty include but are not limited to the following:
1. The illegitimate use of materials in any form during a quiz or examination.
2. Copying answers from the quiz and/or examination of another student.
3. Plagiarizing or falsifying materials or information used in the completion of any assignment.
4. Obtaining or otherwise improperly securing an examination paper prior to the time and date for the administration of the examination.
5. It is presumed that material submitted by a student for an assignment is original to that assignment and therefore submitting the same work for more than one course without the consent of the instructors of each course in which the work is submitted is considered dishonest.
6. Intentionally interfering with any student's scholastic work, for example, by damaging or stealing their intellectual property, computer files, project, etc.
7. Stealing and submission of another student's work as your own.
8. Aiding or abetting any of the above.

The Instructor will impose the following sanctions when a student is found to have committed any of the above infractions:
1st offense = failure of class
2nd offense = suspension for two (2) quarters
3rd offense = expulsion
Any students found cheating/plagiarizing on their final senior portfolio will be expelled from the college and will not receive their degree.
A faculty member who believes a student has committed academic dishonesty will contact the Dean of Students and will also file an incident report with the Dean of Students. The Dean of Students will contact the student and will meet with the student and the faculty member prior to the next scheduled class session. If it is determined that the student did indeed commit academic dishonesty, the Dean of Students will inform the student of the penalty. Records of academic dishonesty will be held by the Dean of Students.

STUDENT ACCOMMODATIONS POLICY: If you are a student who has a need for a reasonable accommodation based on a documented disability, please contact the instructor privately either before or after class to discuss the accommodation. This request ideally should be made prior to the seating of the second class of the quarter. In order to receive a reasonable accommodation, you must have the appropriate documentation on file with the Student Services Office.

CELL PHONE/ELECTRONIC DEVICE POLICY:
- o Cell phones, ipods, and other electronic devices are not to be used in the classroom during class time.
- o Cell phones are not to be used in the library.
- o All electronic devices should be muted or turned off prior to class and stored in a location other than the desk top.
- o Cell phones are typically not to be used in hallways. Loud and disruptive use of cell phones in hallways will be addressed.
- o Emergency use of cell phones is by instructor discretion.
- o Students may use cell phones in stairwells and outside of buildings.

Penalties for use of electronic devices:
1st offense: Warning given by instructor
2nd offense: Removal from class for 1 day and attendance penalty. Student will be sent to Director of Student Services' office.
3rd offense: Probation and permanent removal from class.