AAD 0070 - INTRODUCTION TO DIGITAL DESIGN

Catalog Description

Hours: 72 (36 lecture, 36 activity)
Description: Introduction to fundamental concepts and techniques of art and design on the computer. Includes basic computer skills, digital image capture, image manipulation, drawing, page layout, and preparation of images for print, web or multimedia. Students develop creative projects using current graphics software. (C-ID ARTS 250) (CSU, UC)

Course Student Learning Outcomes

- CSLO #1: Develop original projects using the basic fundamentals of composition and principles of layout and design.
- CSLO #2: Evaluate projects for effective visual communication.
- CSLO #3: Synthesize copyright issues for use of source materials, including masterworks of artists, illustrators, photographers, designers and historical references in creating original compositions.

Effective Term

Spring 2021

Course Type

Credit - Degree-applicable

Contact Hours

72

Outside of Class Hours

90

Total Student Learning Hours

162

Course Objectives

Lecture Objectives:
1. Identify various areas of the Mac OS interface, including Finder, Dock, menu options, Sharepoint, and proper file and folder management.
2. Identify various areas of the creative software interface including workspace options, tools, panels, and menu options.
3. Demonstrate use of different file formats, file extensions, and saving files in appropriate format for various output.
4. Demonstrate methods of image acquisition including digital image capture, scanning and web download.
5. Compare and contrast raster and vector imaging with regard to resolution, file size and their appropriate use for print and screen based output.
6. Demonstrate proper layer management and methods of layer manipulation to achieve a variety of creative results.
7. Examine and compare the diverse digital imaging processes and final products when using various creative software for specific needs including: layout and composition, vector illustration, and raster image editing and manipulation.
8. Recognize and use basic design terminology.
9. Explore various methods of creative ideation and problem-solving.
10. Identify basic copyright issues and ethics affecting digital media. Appropriately select, use, and document image sources.
Laboratory/Activity Objectives:
1. Create class projects using various areas of the Mac OS interface, including Finder, Dock, menu options, Sharepoint, and proper file and folder management.
2. Create class projects navigating the creative software interface and demonstrate understanding of its various components including workspace options, tools, panels, and menu options.
3. Utilize appropriate file formats with correct file extensions for various output.
4. Apply methods of image acquisition in class projects including digital image capture, scanning and web download.
5. Apply knowledge of raster and vector image types in class projects.
6. Demonstrate understanding of layer management and manipulation to achieve a variety of creative results.
7. Develop original projects using the fundamentals of: composition and principles of layout and design; vector drawing and illustration techniques; and raster photo editing and manipulation.
8. Develop original projects using various methods of creative ideation and problem-solving.
9. Evaluate projects for effective visual communication through class critique, utilizing appropriate design vocabulary.
10. In class projects research and demonstrate understanding of copyright issues in regards to image protection and utilization of source materials.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable
- UC Transferable

Methods of Evaluation

- Projects
  - Example: Create class projects using the methods for importing and exporting files, creating file formats and use of file extensions and saving files in appropriate format for different output, including using file saving and folder management through appropriate naming and folder structure setup. Rubric Graded
- Skill Demonstrations
  - Example: Demonstrate use of different file formats, file extensions, and saving files in appropriate format for different output including, using file saving and file and folder management through appropriate naming and folder structure setup. Rubric Graded

Repeatable

No

Methods of Instruction

- Activity
- Lecture/Discussion
- Distance Learning

Activity:

1. Instructor will describe and demonstrate design strategies to meet specific criteria of a project. The students will use the content of the lecture to successfully complete tutorials. Topics that are addressed include concept development, application of design principles, image preparation and proficiency in use of the photo imaging, illustration and publication programs. (Lab Objectives 4, 5, 6, 7, 8)

Lecture:

1. The instructor will provide lecture overviews of how to successfully complete tutorials relating to the student's learning of the software. Instructor demonstrates the correct use of software tools and processes for image creation and proficiency in use of the photo imaging, illustration and publication programs. Students are expected to actively participate in the lecture. (Lecture Objective 7)

Distance Learning

1. Through Distance Learning, the instructor will present video tutorials demonstrating the use of drawing applications, photo editing software, and page layout software. Students will be provided with digital starter files and will then complete the starter files via the appropriate tools of the application. Students will upload the completed tutorial file to the LMS to receive points for the exercise and feedback on the accuracy of the work. Students will also complete a series of creative projects that reinforce the skill-building exercise, and enhance their conceptual problem solving skills.These creative projects will be uploaded to the LMS to receive points for each major project.(Lab Objective 2)

Typical Out of Class Assignments
Reading Assignments

1. Read chapter on using Photoshop selection techniques from class textbook in preparation for hands-on demonstration/tutorials by instructor in class and for examinations on course content and terms. 2. Read the handout on art and design elements and principles, find a visual example to describe using the concepts and terminology: form, line, shape, value, texture, color, repetition, rhythm, contrast, balance, proportion, dominance, movement, space, and unity.

Writing, Problem Solving or Performance

1. Select an illustrator, illustration or illustrative style that you like. It can be your own work or something that you discovered somewhere; magazines, comics, computer games (characters), packaging, posters or just about anything that is printed. Write a paragraph describing what you like about the illustration, the style or the creator. Your comments should be well thought out and clearly written. 2. Using a digital photograph of themselves as a template, students will reproduce the portrait four times, placing the portraits in each quadrant of a document. Using only the drawing tools in a photo manipulation application they will recreate their portrait four times using a very different style in each quadrant. 3. Images and graphics will be combined into a page layout design for an upcoming event. This poster will demonstrate proper asset management, layout techniques and styles to create design consistency.

Other (Term projects, research papers, portfolios, etc.)
Required Materials

- The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop CC, Illustrator CC & InDesign CC
  - Author: Allan Wood
  - Publisher: Cengage Learning
  - Publication Date: 2017
  - Text Edition: 7th
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Design with Adobe Creative Cloud Classroom in a Book
  - Author: Adobe Creative Team
  - Publisher: Adobe Press/Pearson
  - Publication Date: 2014
  - Text Edition: 1st
  - Classic Textbook?: No
  - OER Link:
  - OER:
- The Design Collection Revealed: Adobe InDesign CC, Photoshop CC and Illustrator CC
  - Author: Chris Botello, Elizabeth Reding
  - Publisher: Thomson Delmar
  - Publication Date: 2015
  - Text Edition: 1st
  - Classic Textbook?: No
  - OER Link:
  - OER:
- The Non-Designer's Design Book
  - Author: Robin Williams
  - Publisher: Peachpit Press
  - Publication Date: 2014
  - Text Edition: 4th
  - Classic Textbook?: No
  - OER Link:
  - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.