

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

COMM 550

COURSE TITLE

ALTERNATE TITLE(S)

INTRO TO DIGITAL DESIGN

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course provides an introduction and overview of the graphic communications industry and the qualifications necessary to match career opportunities. An emphasis will be placed on the basic knowledge required for advancement towards certificate and/or degree programs in visual communications or employment in related professional fields. Students will develop a professional portfolio to include but not limited to a resume and digital portfolio. Hands-on exercises in planning, designing, and creating computer-based digital media through various projects will be utilized during the course. (FT)

LECTURE/LABORATORY HOURS

80

ADVISORY

NONE

RECOMMENDED SKILL LEVEL

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Possess a 10th grade reading level

Effectively communicate in the English language

Possess basic computer skills

Understanding of either Macintosh or Windows operating system

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility

SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.

2. Effective Communication

SDCE students demonstrate effective communication skills.

3. Critical Thinking

SDCE students critically process information, make decisions, and solve problems independently or cooperatively.

4. Personal and Professional Development

SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

1. Acquire an overview of the business structure, organization, and specialties in pursuit of a career in the current graphic communications industry.
2. Prepare for industry employment and future course work by learning the basics of pixel and vector based graphics for digital deployment.

COURSE OBJECTIVES

Upon successful completion of the course the student will be able to:

1. Explain the business structure, organization, and specialties in the current graphic communications industry.
2. Demonstrate effective communication skills, ethics and professional conduct in group or team settings.
3. Describe graphic communications careers including specific job responsibilities.
4. Explain the basic design principles and best practices employed in the visual design industry.
5. Demonstrate how pixel based and vector-based graphics are created and used in digital layout design.
6. Create a professional portfolio, (i.e., cover letter, resume, letter of recommendation and digital portfolio).

SECTION II

COURSE CONTENT AND SCOPE

1. Graphic Communications Careers
 - 1.1. Business communications
 - 1.1.1. Critical thinking
 - 1.1.2. Project coordination
 - 1.1.3. Client relations and management
 - 1.1.4. Scope creep
 - 1.1.5. Cost management
 - 1.1.6. Business correspondence
 - 1.2. Job Search
 - 1.2.1. Cover letter
 - 1.2.2. Resume
 - 1.2.3. Professional organizations
 - 1.2.4. Networking
 - 1.2.5. Lifelong learning
 - 1.3. Project management
 - 1.3.1. Tasks
 - 1.3.2. Responsibilities
 - 1.4. Further education
 - 1.4.1. Professional certification
 - 1.4.2. Community college and/or higher education certificates
 - 1.4.3. University and/or university extension certification
 - 1.4.4. Associate's degrees
 - 1.4.5. Bachelor's degrees and Beyond
2. Career Pathways
 - 2.1. Job description
 - 2.2. Educational requirements
 - 2.3. Responsibilities
 - 2.4. Work schedules
 - 2.5. Wages
 - 2.6. Title
 - 2.6.1. Graphic designer
 - 2.6.2. Web designer
 - 2.6.3. Photo editor

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2.6.4. Video editor

2.6.5. Animator

COURSE CONTENT AND SCOPE (CONTINUED)

- 2.6.6. Web designer
- 2.6.7. Package designer
- 2.6.8. Social media specialist
- 2.6.9. User experience Designer (UX)
- 2.6.10. User Interface Designer (UI)
- 2.6.11. Art director
- 2.6.12. Creative director
- 2.6.13. Chief Media Officer
- 3. Introduction to the Elements and Principles of Design
 - 3.1. Elements
 - 3.1.1. Line
 - 3.1.2. Shape
 - 3.1.3. Color
 - 3.1.4. Texture
 - 3.1.5. Form
 - 3.2. Principles
 - 3.2.1. Contrast
 - 3.2.2. Balance
 - 3.2.3. Emphasis
 - 3.2.4. Proportion
 - 3.2.5. Hierarchy
 - 3.2.6. Repetition
- 4. Introduction to Photoshop
 - 4.1. Workspace
 - 4.1.1. User Interface
 - 4.1.2. Interface functions
 - 4.2. Understanding pixel-based images
 - 4.2.1. Picture element
 - 4.2.2. Color depth
 - 4.2.3. Image types
 - 4.3. Basic Image Correction
 - 4.3.1. Color correction
 - 4.3.2. Blending
 - 4.3.3. Cloning
 - 4.3.4. Filters
 - 4.4. Basic digital photo editing
 - 4.4.1. Selections

COURSE CONTENT AND SCOPE (CONTINUED)

- 4.4.2. Layers
- 4.4.3. Colors
- 4.5. Saving and Exporting
 - 4.5.1. Saving
 - 4.5.2. Exporting
 - 4.5.3. File formats
- 5. Introduction to Illustrator
 - 5.1. Workspace
 - 5.1.1. User interface
 - 5.1.2. Interface functions
 - 5.2. Understanding Vector based graphics
 - 5.2.1. Layers, art boards
 - 5.2.2. Color and swatches
 - 5.2.3. Fill and Stroke
 - 5.2.4. Typography
 - 5.3. Basic tools functions
 - 5.3.1. Selection
 - 5.3.2. Shapes
 - 5.3.3. Scale
 - 5.4. Basic vector creation
 - 5.4.1. Layers
 - 5.4.2. Vector drawing tools
 - 5.4.3. Views, modes
 - 5.5. Saving and exporting
 - 5.5.1. Saving
 - 5.5.2. Exporting
 - 5.5.3. File formats
- 6. Introduction to InDesign
 - 6.1. Workspace
 - 6.1.1. User interface
 - 6.1.2. Interface functions
 - 6.2. Portfolio page layout
 - 6.2.1. Panels
 - 6.2.2. Tools
 - 6.2.3. Pages
 - 6.2.4. Layers
 - 6.2.5. Actions for interactivity between pages

COURSE CONTENT AND SCOPE (CONTINUED)

- 6.3. Graphic and text frames
 - 6.3.1. Creating frames
 - 6.3.2. Placing graphics
 - 6.3.3. Importing text
 - 6.3.4. Linking text between frames
- 6.4. Typography
 - 6.4.1. Font Families
 - 6.4.2. Font hierarchy
 - 6.4.3. Text alignment
 - 6.4.4. Leading, kerning, tracking
- 6.5. Portfolio Presentation
 - 6.5.1. Packaging
 - 6.5.2. Saving
 - 6.5.3. Exporting as an Interactive.pdf
 - 6.5.4. Presentation of portfolio to class
- 7. Career Advancement
 - 7.1. Digital Design certificate program pathways
 - 7.2. Job placement assistance
 - 7.3. Career planning and assessment

APPROPRIATE READINGS

Readings of appropriate reading level may include, but are not limited to materials such as a textbook, supplemental reading assignments, industry-related periodicals or magazines, manuals, videos, online help, articles posted on the internet, and information from web sites, online libraries and databases.

WRITING ASSIGNMENTS

Typical writing assignments may include completing assigned projects, providing written answers to assigned questions, performing internet research and reporting on that research.

OUTSIDE ASSIGNMENTS

Assignments may include, but are not limited to: appropriate internet research, reading, preparing projects and studying as needed to perform successfully in class.

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COURSE CONTENT AND SCOPE (CONTINUED)

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to creating a pixel-based image and a vector based graphic. Create a multi-page portfolio using the graphics created during the course and exporting it as an interactive .pdf. Students may also be expected to write a resume, cover letter, in-class discussions and project reviews.

EVALUATION

Evaluation methods may include, but are not limited to performance in a variety of activities and assignments, such as completing a research project individually or in a group, hands-on projects, demonstration of use of applications, class participation, written and practical tests, attendance and punctuality.

Upon successful completion of all courses included in the program, a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, hands-on lecture, computerbased instruction, self-paced lab, demonstrations, individualized study, use of audio- visual aids, group/team work, tutorials, outside assignments, guest lectures, and field trips and guided student job assignments.

This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Adobe Photoshop Classroom in a Book, Andrew Faulkner, Conrad Chavez, Adobe Press, current edition

Online video training <http://www.lynda.com> (subscription based),
<https://tv.adobe.com>

Supplies

Pen, journal (composition book), sketchbook, and storage media such as an USB Flash Drive or external hard drive. Adobe Creative Cloud (<https://www.adobe.com>).

PREPARED BY: Willam Olmstead

DATE: _____

REVISED BY: _____

DATE: _____

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Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog