SECTION I

SUBJECT AREA AND COURSE NUMBER

COMM 660

COURSE TITLE	ALTERNATE TITLE(S)

VISUAL DESIGN

TYPE COURSE

NON-FEE   VOCATIONAL

CATALOG COURSE DESCRIPTION

This course is designed to provide students with the knowledge and foundational skills to learn the basic design and digital image and photo editing tools, using a raster-based image editor. Students will learn basic design principles and best practices employed in the visual design industry. The course provides a hands-on approach to planning, designing and creating print pages using digital imaging software for the development of a portfolio. Skills acquired in this course will serve as a foundation for additional training in digital media design. (FT)

LECTURE/LABORATORY HOURS

   125

ADVISORY

NONE

RECOMMENDED SKILL LEVEL

- 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.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

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. Gain current industry standard skills for entry-level positions in the workforce.
2. Develop an understanding of key terminology related to requirements in digital graphic imaging.
3. Gain an understanding of basic design elements in the visual design industry.
4. Develop hands-on projects using digital imaging software.
5. Gain an understanding of image file formats for print.
6. Enhance communication skills through group or team projects.

COURSE OBJECTIVES

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

1. Evaluate applications for appropriateness to a project.
2. Demonstrate knowledge of project management tasks and responsibilities.
3. Demonstrate knowledge of basic design principles and best practices employed in the visual design industry.
4. Navigate, organize and customize the workspace.
5. Understand and use text, digital images and photo and design techniques to enhance print projects using digital imaging software.
6. Identify elements of the digital imaging software interface and demonstrate knowledge of their functions.
7. Define the functions of commonly used tools including selection, drawing, painting, type and vector shape tools.
8. Understand and use text, digital images and design techniques to enhance print, video and web projects using digital imaging software.
9. Demonstrate knowledge of creating digital images using digital imaging software.
10. Create documents for print publication, video and web.
11. Apply effective communication skills in group or team setting.

SECTION II

COURSE CONTENT AND SCOPE

1. Setting Project Requirements
    1.1. Image preparation
        1.1.1. Purpose
        1.1.2. Audience
        1.1.3. Audience needs
    1.2. Content
        1.2.1. Copyright
        1.2.2. Permissions
        1.2.3. Licensing
    1.3. Project management
        1.3.1. Tasks
        1.3.2. Responsibilities
    1.4. Communication
        1.4.1. Peers
        1.4.2. Clients
        1.4.3. Design Plans
2. Identifying Design Elements When Preparing Images
        2.1.1. Key terminology
            2.1.1.1. Digital image
    2.2. Basic design principles in visual design industry
    2.3. Typography
        2.3.1. Use in visual design
    2.4. Color
        2.4.1. Use in digital images
    2.5. Image resolution
        2.5.1. Image size
        2.5.2. Image file format
            2.5.2.1. Web
            2.5.2.2. Video
            2.5.2.3. Print
3. Understanding Digital Photo Editing
    3.1. Elements of digital photo editing
        3.1.1. User interface
        3.1.2. Interface functions
    3.2. Panel functions
        3.2.1. Properties

COURSE CONTENT AND SCOPE (CONTINUED)

   3.2.2. Layers

   3.2.3. Brushes

   3.2.4. Adjustments

   3.2.5. Type

  3.3. Tool functions

   3.3.1. Selection

   3.3.2. Drawing

   3.3.3. Painting

   3.3.4. Type

   3.3.5. Vector shape

  3.4. Workspace

   3.4.1. Navigate

   3.4.2. Organize

   3.4.3. Customize

  3.5. Non-printing design tools

   3.5.1. Interface

   3.5.2. Rulers

   3.5.3. Guides

  3.6. Basic digital photo editing

   3.6.1. Layers

   3.6.2. Masks

   3.6.3. Colors

   3.6.4. Swatches

   3.6.5. Gradients

   3.6.6. Brushes

   3.6.7. Symbols

   3.6.8. Graphic styles

   3.6.9. Patterns

4. Creating Digital Images

  4.1. Project creation

  4.2. Import assets

  4.3. Selections

   4.3.1. Make

   4.3.2. Manage

   4.3.3. Manipulate

  4.4. Transform images

  4.5. Retouching techniques

   4.5.1. Color correction

COURSE CONTENT AND SCOPE (CONTINUED)

        4.5.2. Blending
        4.5.3. Cloning
        4.5.4. Filters
     4.6. Vector drawing
        4.6.1. Icons
        4.6.2. Button
        4.6.3. Layout
     4.7. Type
        4.7.1. Adding
        4.7.2. Manipulating
5. Publishing Digital Images Using a Digital Imaging Editor
     5.1. Prepare images for export
     5.2. Export or save digital images
        5.2.1. File formats

APPROPRIATE READINGS

Reading assignments related to visual design may include, but are not limited, to:

- Textbooks
- Supplemental reading assignments
- Industry-related periodicals or magazines
- Manuals
- Online help pages
- Articles posted on the Internet
- Information from web sites, online libraries and databases

WRITING ASSIGNMENTS

Writing assignments related to visual design may include, but are not limited, to:

- Essays
- Critiques
- Preparing text for an assigned project
- Keeping a journal on laboratory and project work
- Maintaining a notebook based on lecture material and handouts

OUTSIDE ASSIGNMENTS

Outside assignments related to visual design may include, but are not limited, to:

- Reading texts, reference resources or handouts

OUTSIDE ASSIGNMENTS (CONTINUED)

- Researching Internet sites
- Viewing online instructional videos
- Conducting research as needed to complete projects
- Organizing and preparing written answers to assigned questions

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited, to:

- Analyzing different strategies for the development of digital media
- Analyzing and comparing digital media consisting of raster and vector images in existing layout
- Analyzing and comparing digital media for print and web
- Examining the limitations of the hardware and software and determining how particular digital media projects fit within these parameters
- Applying design theory through the creation of digital media
- Defining the relationship of the digital media project solution to the intended goals and objectives

EVALUATION

A student's grade will be based on multiple measures of performance and may include evaluation of student's ability to:

- Perform a variety of activities, discussions and assignments related to course objectives
- Apply theory to assignments
- Successfully complete all lessons and examinations
- Maintain attendance and punctuality per current policy
- Demonstrate ability to work independently and as a team member
- Demonstrate troubleshooting skills
- Give an oral presentation
- Create and present a digital portfolio

Upon successful completion of this course a Certificate of Course Completion will be issued. 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, computer based instruction, self-paced lab, demonstrations, individualized study, use of audio-visual aids, group/team work, tutorials, outside assignments, guest lectures, field trips and guided student job assignments.

METHOD OF INSTRUCTION (CONTINUED)

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

TEXTS AND SUPPLIES

Learn Adobe Photoshop CC for Visual Design: Adobe Certified Associate Exam
  Preparation (Adobe Certified Associate (ACA), R. Shwartz, Peachpit Press, current
  edition
Adobe Photoshop CC Classroom in a Book, Andrew Faulkner, Conrad Chavez, Adobe
  Press, current edition
Adobe Photoshop CC for Photographs, Martin Evening, Routledge, current edition

Online video training
Web resources: www.lynda.com

PREPARED BY: Jane Newcomb, Toni Renier   DATE: March 6, 2019

REVISED BY: DATE:

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