COURSE OUTLINE: GRD304 - DIGITAL PRODUCTION 3

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	GRD304: DIGITAL PRODUCTION 3
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Semesters/Terms:	19F
Course Description:	Students will be focused on the digital applications of design and the production processes involved in creating for the digital world. From application design to web applications - the production process is driven by the medium used. Using real world experiences, students will will be able to plan, design and produce digital ready projects. Students will use current production technologies to produce flawless artwork for use in applications. Students will become proficient in the digital world and will be prepared to build exciting projects.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	GRD204
Corequisites:	There are no co-requisites for this course.
This course is a pre-requisite for:	GRD404
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**1094 - DIGITAL MEDIA** VLO 1 Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project. VLO 2 Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user. VLO 3 Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief. VLO 4 Design, develop and create a variety of media products using relevant, current and/or emerging technologies. VLO 5 Communicate ideas, design concepts and opinions clearly and persuasively to others. VLO 6 Use recognized industry practices throughout the design process and related business tasks. VLO 7 Plan, implement and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget. VLO 8 Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations. VLO 9 Keep current with visual media design trends, technologies and industry practices

		using strategies that enhance work performance and guide professional development.
	VLO 10	Assess, select and use a variety of digital media technologies when developing design solutions.
Essential Employability Skills (EES) addressed in this course:	EES 1	Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2	Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 3	Execute mathematical operations accurately.
	EES 4	Apply a systematic approach to solve problems.
	EES 5	Use a variety of thinking skills to anticipate and solve problems.
	EES 6	Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7	Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8	Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9	Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10	Manage the use of time and other resources to complete projects.
	EES 11	Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D	
Other Course Evaluation & Assessment Requirements:	Assignments = 100% of final grade	

Other Course Evaluation & Assessment Requirements:

Assignments = 100% of final grade
Assignments will be weighted equally and will constitute 100% of the students final grade. A missing assignment is equivalent to course objectives not achieved which results in an F (fail) grade for the course.

Late:
An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade.

If an assignment deadline is missed the student MUST immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.

A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.

Fail:
A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory D grade level or in which the directions have not been followed correctly.

Upon achieving a Fail (F) grade (below 50%) the student must meet with the instructor immediately to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.

Maximum grade for a failed assignment is C (65%).

If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Plan the development and production process for multi-faceted digital projects	1.1 Develop wire framing and plan user experience scenarios using traditional sketching, digital prototyping and planning composites 1.2 Focus on using iterative design theories and rapid prototyping through software and traditional methods 1.3 Develop prototyping using digital design best practices and trends for digital screens such as colour theory, composition, and screen dependancies

Course Outcome 2	Learning Objectives for Course Outcome 2
2. Create digital composites and design production workflows through the application of design theories and software best practices	2.1 Design composites and produce using latest software 2.2 Demonstrate the ability to employ learned concepts using digital design best practices and trends for digital screens such as colour theory, composition, and screen dependancies 2.3 Demonstrate the ability to plan, organize and create sound production files for use in a development workflow

Course Outcome 3	Learning Objectives for Course Outcome 3
3. Produce quality production files for use in Digital applications using industry best practises	3.1 Identify and analyze the medium to determine production assets and usage with sensitives to technical limitations 3.2 Produce quality assets for use in production of digital applications using Digital and online best practices 3.3 Develop web style guides for use to help guide and ensure design integrity throughout any design problem

Course Outcome 4	Learning Objectives for Course Outcome 4
4. Communicate effectively, credibly, and accurately with clients, supervisors, co-workers and target audiences by using a variety of media.	4.1 Practice oral presentation skills in the form of critiques of work in progress and final presentations. 4.2 Ensure credibility by referencing research sources in oral and written presentations. 4.3 Demonstrate an ability to create written presentations and reports for assignments employing appropriate grammar and correct spelling and formatting of report.

Course Outcome 5	Learning Objectives for Course Outcome 5
5. Develop strategies to effectively manage time and personal resources	5.1 Effectively manage time and resources within projects 5.2 Create documented work resource sheets to gauge time against projects 5.3 Use software to help monitor resource planning

Course Outcome 6	Learning Objectives for Course Outcome 6
6. Use a variety of technologies to create, capture, and manipulate design elements in producing a final product.	6.1 Demonstrate an ability to choose and employ appropriate technologies in the development of a project including, but not limited to, technologies such as Web, video, traditional illustration and craft, and digital.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Projects	100%

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Date:	June 17, 2019
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.