COURSE OUTLINE: GRD404 - DIGITAL PRODUCTION 4

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Approved: Bob Chapman, Chair, Health

Course Code: Title	GRD404: DIGITAL PRODUCTION 4
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Semesters/Terms:	21W
Course Description:	The course will expand on electronic production techniques, printing methods, electronic production issues surrounding Web applications and broadcasting graphics. Particular focus will be paid to estimating time on projects and tracking time to develop strategies in time and project management. It is intended that this course will inform the student of the remainder of the basic information that they need to be competent production artists within the graphics industry.
Total Credits:	3
Hours/Week:	3
Total Hours:	63
Prerequisites:	GRD304
Corequisites:	There are no co-requisites for this course.
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

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		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 A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.	
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 (60%) 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%).	

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	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. Understand the printing process and prepress technologies used in the industry	1.1 Understand all technical aspects of printing as it pertains to resolutions, printing methods, screen rulings, line screens and types of printing methods 1.2 Demonstrate the ability to employ learned production methods in order to manage file preparation and troubleshoot printing procedures issues
Course Outcome 2	**Learning Objectives for Course Outcome 2**
2. Master colour within the printing and traditional production workflow.	2.1 Develop production files for prepress applications with sensitivities to colour separations 2.2 Master the various modes of colour, while applying knowledge of colour separation, colour profiling and colour theories to make sound design and production decisions 2.3 Identify the many types of colour systems including process to Pantone colour systems
Course Outcome 3	**Learning Objectives for Course Outcome 3**
3. Produce quality production files for use in traditional applications using industry best practises	3.1 Develop traditional style guides for use to help guide and ensure design integrity throughout any design 3.2 Identify and analyze the medium to determine production assets and usage with sensitives to technical limitations 3.3 Produce quality assets for use in production of digital applications using Digital and online best practices 3.4 Preflight and produce quality files for use in prepress production 3.5 Understand traditional printing processes that include imposition, pagination, trapping, and much more. 3.6 Master page layout programs to develop quality production files
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. Produce advanced printing processes that are current in the design and printing industry	5.1 Master digital printing processes and procedures 5.2 Apply knowledge of variable and dynamic printing production into projects 5.3 Setup databases to populate projects
Course Outcome 6	**Learning Objectives for Course Outcome 6**
6. Develop strategies to effectively manage time and	6.1 Effectively manage time and resources within projects 6.2 Create documented work resource sheets to gauge time

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	personal resources	against projects 6.3 Use software to help monitor resource planning

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Projects	100%

Date: August 13, 2020

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.

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