



## COURSE OUTLINE: GRD404 - DIGITAL PRODUCTION 4

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| <b>Course Code: Title</b>  | GRD404: DIGITAL PRODUCTION 4  |
| <b>Program Number: Name</b>  | 1094: DIGITAL MEDIA   |
| <b>Department:</b>   | GRAPHIC DESIGN  |
| <b>Academic Year:</b>  | 2024-2025   |
| <b>Course Description:</b>   | 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. |
| <b>Total Credits:</b>  | 3   |
| <b>Hours/Week:</b>   | 3   |
| <b>Total Hours:</b>  | 63  |
| <b>Prerequisites:</b>  | GRD304  |
| <b>Corequisites:</b>   | There are no co-requisites for this course.   |
| <b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>                                | <b>1094 - DIGITAL MEDIA</b>   |
| <b>Please refer to program web page for a complete listing of program outcomes where applicable.</b> | 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.   |
| <b>Essential Employability Skills (EES) addressed in this course:</b> | <p>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.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 3 Execute mathematical operations accurately.</p> <p>EES 4 Apply a systematic approach to solve problems.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p>  |
| <b>Course Evaluation:</b>   | <p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>   |
| <b>Other Course Evaluation &amp; Assessment Requirements:</b>         | <p>Assignments = 100% of final grade<br/> 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.</p> <p>Late:<br/> 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.</p> <p>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.</p> <p>A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.</p> <p>Fail:<br/> 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.</p> <p>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.</p> <p>Maximum grade for a failed assignment is C (65%).</p> |

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

From time to time the results of student projects assigned during the duration of this course may be used for college promotional purposes. Where possible credit for the work will be provided ( student name) in conjunction with the display of the work.

Original sources and copyright owners of all imagery used in projects by students for educational purposes must be documented and submitted as part of a bibliography for each assignment. In the event that borrowed imagery ( stock photos and illustrations) are not to be used for promotional purposes the college reserves the right edit the work to replace those images with those that are within the terms of copyright agreements suitable for college promotion.

Other than a name credit no additional compensation will be provided to the student for the use of their work on college promotional materials.

#### Opting out

It is assumed that all student completed as part of a Sault College course work will be eligible for consideration however, if a student wishes to not allow the college to use their work the student is required to write a letter to the coordinator indicating their intention to opt out of this initiative. There will be no penalty applied to the student for opting out of this plan.

#### Course Outcomes and Learning Objectives:

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| <b>Course Outcome 1</b>   | <b>Learning Objectives for Course Outcome 1</b>   |
| 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<br>1.2 Demonstrate the ability to employ learned production methods in order to manage file preparation and troubleshoot printing procedures issues  |
| <b>Course Outcome 2</b>   | <b>Learning Objectives for Course Outcome 2</b>   |
| 2. Master colour within the printing and traditional production workflow.                             | 2.1 Develop production files for prepress applications with sensitivities to colour separations<br>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<br>2.3 Identify the many types of colour systems including process to Pantone colour systems   |
| <b>Course Outcome 3</b>   | <b>Learning Objectives for Course Outcome 3</b>   |
| 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<br>3.2 Identify and analyze the medium to determine production assets and usage with sensitives to technical limitations<br>3.3 Produce quality assets for use in production of digital applications using Digital and online best practices<br>3.4 Preflight and produce quality files for use in prepress production<br>3.5 Understand traditional printing processes that include imposition, pagination, trapping, and much more.<br>3.6 Master page layout programs to develop quality production files |
| <b>Course Outcome 4</b>   | <b>Learning Objectives for Course Outcome 4</b>   |



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|  | 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.<br>4.2 Ensure credibility by referencing research sources in oral and written presentations.<br>4.3 Demonstrate an ability to create written presentations and reports for assignments employing appropriate grammar and correct spelling and formatting of report. |
|  | <b>Course Outcome 5</b>  | <b>Learning Objectives for Course Outcome 5</b>   |
|  | 5. Produce advanced printing processes that are current in the design and printing industry  | 5.1 Master digital printing processes and procedures<br>5.2 Apply knowledge of variable and dynamic printing production into projects<br>5.3 Setup databases to populate projects   |
|  | <b>Course Outcome 6</b>  | <b>Learning Objectives for Course Outcome 6</b>   |
|  | 6. Develop strategies to effectively manage time and personal resources  | 6.1 Effectively manage time and resources within projects<br>6.2 Create documented work resource sheets to gauge time against projects<br>6.3 Use software to help monitor resource planning  |

**Evaluation Process and Grading System:**

| Evaluation Type | Evaluation Weight |
|-----------------|-------------------|
| Projects        | 100%              |

**Date:**

June 14, 2024

**Addendum:**

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

