



COURSE OUTLINE

GRD204

1

Prepared: Frank Salituri Approved: Sherri Smith

Course Code: Title	GRD204: DIGITAL PRODUCTION 2
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Semester/Term:	18W
Course Description:	This course is a continuation of Digital Production 1. This is a foundation course in the basics of electronic creativity. The importance of computer terminology will be stressed. Students will learn to manipulate equipment and software, manage files, scan images, and create graphics and text layouts using the Adobe Creative Suite package which includes Illustrator, Photoshop and InDesign, and mobile/Web development software.
Total Credits:	3
Hours/Week:	3
Total Hours:	63
Prerequisites:	GRD104
This course is a pre-requisite for:	GRD304
Vocational Learning Outcomes (VLO's): Please refer to program web page for a complete listing of program outcomes where applicable.	<p>#1. Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.</p> <p>#2. Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.</p> <p>#3. Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.</p> <p>#4. Design, develop and create a variety of media products using relevant, current and/or emerging technologies.</p> <p>#5. Communicate ideas, design concepts and opinions clearly and persuasively to others.</p> <p>#6. Use recognized industry practices throughout the design process and related business tasks.</p> <p>#8. Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.</p> <p>#10. Assess, select and use a variety of digital media technologies when developing design solutions.</p>



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Essential Employability Skills (EES):

- #2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- #3. Execute mathematical operations accurately.
- #4. Apply a systematic approach to solve problems.
- #6. Locate, select, organize, and document information using appropriate technology and information systems.
- #8. Show respect for the diverse opinions, values, belief systems, and contributions of others.
- #9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- #10. Manage the use of time and other resources to complete projects.
- #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
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.

Lates:

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.



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Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Projects	100%

Course Outcomes and Learning Objectives:

Course Outcome 1.

Originate visual graphic designs through the proper use of the tools available in Adobe Illustrator.

Learning Objectives 1.

- Demonstrate professional execution of use pen tool and in editing paths and points.
- Demonstrate acute attention to details by producing precise, smooth, and calculated designs with the tools available.
- Apply knowledge in the proper procedure for mixing various tints and colours using the colour pallet.
- Demonstrate professional execution of the pathfinder.
- Practice and refine the use transparencies, compound path, and clipping mask.

Course Outcome 2.

Create and manipulate original text layouts using Adobe InDesign.

Learning Objectives 2.

- Demonstrate thorough knowledge of setting up documents for the appropriate output.
- Show an advanced understanding of manipulating columns and page borders within a document window.
- Show a professional command over the use of character and paragraph styles to effectively format text size, font, and spacing.
- Use imported images created in other programs within InDesign and show the ability manage and change links within the document.
- Show the ability to properly manage an InDesign document and all support files within the document.

Course Outcome 3.



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Use the tools available in Adobe Photoshop to manipulate and create interesting images.

Learning Objectives 3.

- Show the ability to choose the appropriate selection tool to complete tasks efficiently.
- Adjust image size, resolution, levels, and mode.
- Demonstrate moving, cutting, copying, and pasting selections.
- Use the transform tool to alter and manipulate images.
- Show the ability to combine 2 or more images/selections.
- Properly use and manage layers.
- Effectively use the tools in the toolbar, and apply filters to create visually interesting images.
- Proper use of scanners and scanner settings.
- Properly save Photoshop files for import to other applications.
- Use clipping mask.

Course Outcome 4.

Use the tools available in Macaw to layout designs for webpages.

Learning Objectives 4.

- Demonstrate the ability to use the tools in Macaw – select tool, text tool, element and container tool, button and input tool eyedropper tool.
- Show the ability to manipulate information within a grid and create global styles for your elements.
- Use panel tools to manipulate and format your designs for desired look and proper formats.

Course Outcome 5.

Apply appropriate, effective, and professional practices in the classroom studio setting.

Learning Objectives 5.

- Demonstrate organizational skills such as scheduling, prioritizing, planning, and time



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management.

- Demonstrate the ability to work within project restrictions and time limitations.
- Make effective design presentations, as per instructor specifications, regarding directions and quality.

Date:

Thursday, August 31, 2017

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