

Digital Design

Course Description

Students will focus on developing advanced skills to plan, design, and create interactive projects using elements of texts, graphics, and digital imaging. These skills will prepare students for entry-level positions in the digital design field. Students will demonstrate proper use of copyright and fair use throughout the course.

Course Code: 270611

Endorsements to teach:

BMIT, IT, Art

Programs of Study to which this Course applies:

Digital Design

CIS. HS. 1. 11

Identify project's message and mission.

- CIS. HS. 1. 11. a Evaluate project proposal ideas and determine intended audience's needs.
- CIS. HS. 1. 11. b Describe how to visually communicate the project's message and mission.
- CIS. HS. 1. 11. c Identify how the client's corporate identity influences the overall visual presentation.
- CIS. HS. 1. 11. d Identify the client and target audience needs (e.g., purpose, scope, market).

CIS. HS. 1. 12

Design graphics, text, and/or presentations to clearly express one's views for the intended audience.

- CIS. HS. 1. 12. a Prepare a production schedule (e.g., creating and using a work plan, establishing milestones and deliverables).
- CIS. HS. 1. 12. b Demonstrate the ability to communicate with industry appropriate language.
- CIS. HS. 1. 12. c Design presentations that include visual and/or digital tools to enhance final project when presenting to the intended audience.

CIS. HS. 1. 13

Examine careers in graphic arts or digital communications industries.

- CIS. HS. 1. 13. a Identify job market trends in the visual communications field.
- CIS. HS. 1. 13. b Identify job requirements and work environment.
- CIS. HS. 1. 13. c Identify the benefits of industry certification and higher education.

CIS. HS. 1. 14

Evaluate digital media projects for voice, message, visual appeal, or content.

- CIS. HS. 1. 14. a Conduct self- and peer-analysis of projects.

CIS. HS. 1. 15

Demonstrate design principles and concepts.

- CIS. HS. 1. 15. a Demonstrate knowledge in typography (font face, font styles, effects).
- CIS. HS. 1. 15. b Apply color theory principles.
- CIS. HS. 1. 15. c Explain the difference between modes of a print document: CMYK, RGB, grayscale, bitmap.
- CIS. HS. 1. 15. d Apply text layout principles (e.g., leading, kerning, alignment).
- CIS. HS. 1. 15. e Demonstrate knowledge in page layout (e.g., negative space, alignment, symmetrical, asymmetrical).
- CIS. HS. 1. 15. f Differentiate between bitmap, raster, and vector images.
- CIS. HS. 1. 15. g Explain "Pixel Perfect" design and how it relates to user interfaces.

CIS. HS. 1. 16

Demonstrate photography principles of design and composition rules.

- CIS. HS. 1. 16. a Understand and apply camera modes.
- CIS. HS. 1. 16. b Understand and apply light and color principles.
- CIS. HS. 1. 16. c Understand and apply image stabilization.
- CIS. HS. 1. 16. d Understand and apply exposure, shutter speed, and aperture.
- CIS. HS. 1. 16. e Understand camera settings in regards to digital photography.
- CIS. HS. 1. 16. f Apply photographic composition techniques (e.g., rule of thirds, point-of-view, framing).

CIS. HS. 1. 17

Analyze and comply with copyright laws.

- CIS. HS. 1. 17. a Demonstrate ethical and legal use of information by citing sources using prescribed formats and tools (e.g., online citation assistance, publication guidelines).
 - CIS. HS. 1. 17. b Explore "terms of use" guidelines.
 - CIS. HS. 1. 17. c Identify intellectual property issues when creating print media.
 - CIS. HS. 1. 17. d Apply creative commons licenses.
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