

Date: Spring 2006

Course Name: Digital Media Design
Course Prefix and Number: DIG 120
Credit and contact hours: 3 credit hours – 4 contact hours

Catalog Description including pre- and co-requisites:

This course examines the integration of new media with the practice of good design. Students develop an understanding of basic design principles and applications. The course emphasizes principles of design for the virtual community, linking theory, criticism and practice.

Prerequisite: DIG 100 Introduction to Digital Media

II. Course Outcomes and Objectives

Learning Outcomes:

Students will develop an understanding of basic design principles and applications. Design history and the elements of composition and typography are applied through exercises and projects. Topics include typographical design and visual communication, color theory, composition, digital photography and its application to digital media.

Relationship to Academic programs and curriculum:

This course provides a hands-on experience in the creation of digital media in the context of practical design principles.

College competencies addressed by the course:

Oral Communication	Professional Competency
Ethics and Values	Information Resources
Problem Solving &	Reading
Critical Thinking	Writing

III. Methods of Instruction

Types of Course materials:

Textbook: *Visual Design Fundamentals, A Digital Approach*
Alan Hashimoto

Methods of instruction:

Classes are conducted in a studio/lab environment. A step-by-step approach is used to build the student's basic knowledge of design and multi-media applications. Regular assignments are given to help students master skills and develop a personal vision. Extensive use of visuals illustrates concepts and gives historical perspective. Critiques are held at the completion of each assignment.

Assessment measures:

The production of a portfolio based on course goals and objectives will be used to assess the students' understanding and abilities.

Methods of Evaluation:

1. Quality of Work Produced (Portfolio)
2. Promptness
3. Participation in Critiques
4. Attendance
5. Attitude & Progress

IV. General Outline of Topics covered

Principles of Design
Design elements
Color
Composition
Design and Typography
Vector Graphics
Digital Photography
Animation and Special Effects
Professional Issues