

VISUAL DESIGN FOUNDATIONS, CERTIFICATE OF COMPETENCY

The *Visual Design Foundations* Enhanced Noncredit Certificate introduces students to the essential creative and technical skills used in digital media design. Learners explore both raster and vector workflows using free browser-based tools such as Photopea, Canva, and Vectr while applying formal design principles to develop visually effective artwork, layouts, and illustrations. The two-course sequence builds visual literacy, composition, color, and typography skills and fosters readiness for professional design study in DMD C116 (Visual Design – Photoshop), DMD C118 (Graphic Design & Illustration – Illustrator), and DMD C135 (Design Principles). This certificate provides equitable, low-barrier training for students exploring digital creativity, career changers, and community members seeking foundational design skills.

Program Learning Outcomes

1. Apply design elements and principles—balance, contrast, alignment, repetition, and hierarchy—to create visually effective digital artwork.
2. Demonstrate technical proficiency in raster and vector design by producing, revising, and exporting digital projects using browser-based or open-source tools.
3. Integrate feedback and reflection to improve design quality and articulate how creative choices communicate meaning in digital media.
4. Transition confidently to for-credit digital media courses (DMD C116, C118, C135) or entry-level creative work.

Course	Title	Hours
DMD C010N	Visual Design & Illustration Fundamentals	27
DMD C020N	Design Principles & Applications	27
Total Hours		54