DMD C135: DIGITAL MEDIA DESIGN PRINCIPLES

Item	Value
Curriculum Committee Approval Date	12/09/2022
Top Code	061460 - Computer Graphics and Digital Imagery
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course introduces essential design principles, visual hierarchy, typography, and the creative process, focusing on project development and presentation techniques. Students will refine skills in applying color, imagery, and basic copyright understanding while exploring the integration of design elements like proximity, contrast, repetition, and balance. Through hands-on projects using industry-standard software, students analyze project requirements, demonstrate tool proficiency, and build a digital portfolio aligned with professional standards. The course emphasizes preparing students for entry-level digital media roles by enhancing technical skills, visual communication, and workflow management. Transfer Credit: CSU. C-ID: DMGR 110 X.**C-ID:** DMGR 110 X.

Course Level Student Learning Outcome(s)

1. Based on specific project criteria, analyze project requirements and fundamental design principles to create digital media projects.
2. Demonstrate proficiency in design tools and techniques by integrating typography, color, and imagery to enhance visual communication and meet project objectives.
3. Create and maintain a digital portfolio showcasing design principles, technical skills, and project development techniques aligned with professional standards.

Course Objectives

• 1. Create and apply design principles to digital media productions.
• 2. Design and create original design projects using design elements, typography, image, production, critique, and presentation skills.
• 3. Explore digital media labor market and career pathway opportunities.

Lecture Content

Introduction to digital media design as a creative profession Why design matters History and Technological advancements Careers, education, opportunities, and business relationships How to Critique and be Critiqued/How to build your creative confidence Tools and how they affect the workflow Hardware, Software, and vendor support. World Wide Web Illustration, photography, lettering design Copyrights Basic Principles of Design Visual hierarchy Proximity, repetition, alignment, and contrast Unity, color, and style Line, shape, volume, texture, color, and format Balance, emphasis, rhythm, unity, positive-negative space, and the illusion of 3D space Type and Typography Historical Overview Type Classifications Anatomy Font Families Designing with Type: Form, graphic impact message Research criteria for creative assignments (interview, library, Internet, and digital media) Design Brief: Obtaining information about the client defining the problem Scope of Work: (SOW) Specific details of the project Ethics The Creative Process Brainstorming techniques Keywords/phrases Pinterest Mood Board Concept vs. Idea: Finding the "theme" or directed focus of the project Making choices as solutions evolve Culling out the good ideas from all the possibilities. Creating thumbnail designs Techniques for working quickly Copy indication (greeking) Image indication Working under deadline pressure Design Roughs/Comps Manual and computer comping techniques Markers, colored pencils, computer as media Hand lettering past and present Dealing with math problems in graphic design Final Presentation Mounting work (cutting, measuring, gluing) Preparing presentations for the client selection process Finalizing the art for print or multimedia The Layout Defining the grid system Page Spreads; Columns The Golden Ratio Rule of Thirds Paper formats; paper-fold formats Production Work environment Organization Work patterns, proper use of time, keeping track of costs Camera-ready art, resolution, and file formats Output; Web, video, print Your Portfolio Your Resume Portfolio: what to include, format and presentation Web presence: LinkedIn, BeHance, Website, Social media Work Ethic/Soft skills Career Pathway Preparation Information Internships Networking Interview Process

Method(s) of Instruction

• Lecture (02)
• DE Online Lecture (02X)

Instructional Techniques

A variety of instructional techniques will be employed to encompass different student learning styles. These may include but are not limited to lecture, discussion, projects, and small group activities and demonstrations. Instruction will be supplemented, where appropriate, by digital media presentations, resources, guest speaker audio video links.

Reading Assignments

Complete reading assignments from the textbook, supplemental readings, handouts, Internet resources, and any assignments from Coastlines Library.

Writing Assignments

Create design plans, revision logs, weekly topic responses, and critiques.

Out-of-class Assignments

Weekly projects demonstrating skills acquired and creation of self-designed projects.

Demonstration of Critical Thinking

Critical thinking evaluation methodologies will be consistent with, but not limited by, the following types or examples: A. Project submissions to showcase personal design work and/or work for a potential client B. Class participation that includes good communication skills and the ability to critically analyze another students work C. Quizzes that demonstrate a thorough technical understanding of key course concepts

Required Writing, Problem Solving, Skills Demonstration

Students will submit written statements and design briefs that exhibit a strong understanding of the courses technical and design objectives.

Eligible Disciplines

Art: Masters degree in fine arts, art, or art history OR bachelors degree in any of the above AND masters degree in humanities OR the equivalent. Note: "masters degree in fine arts" as used here refers to any masters degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy. It does not refer to the "Master of Fine Arts" (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Masters degree required. Commercial art (sign making, lettering, packaging, rendering): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Caldwell, C. Graphic Design for Everyone, ed. DK Publishing, 2019 2. Required Example of a typical textbook for this course includes the following: Santoro, Scott. Guide to Graphic Design, ISBN-13: 978-0132300704, 1st ed. Pearson Press, 2016

Other Resources

1. Coastline Library