

DEREE COLLEGE SYLLABUS FOR: **GD 3333 DIGITAL DESIGN I**

(Fall 2021)

UK LEVEL 5
UK CREDITS: 15
US CREDITS: 3/1/3

<p>PREREQUISITES:</p>	<p>CS 1070 Introduction to Information Systems GD 2203 Graphic Design I ITC/GD 2110 Digital Tools for Graphic Design and Production</p>								
<p>CATALOG DESCRIPTION:</p>	<p>Exploring the processes of digital design; employing appropriate graphic design methodologies in web and app design; identifying and applying UX/UI principles; creating applicable and realistic graphic design solutions; understanding the role of the graphic designer in a network of specialists.</p>								
<p>RATIONALE:</p>	<p>This course explores graphic design approaches and methodologies for digital products, such as websites and other devices' apps. By composing analog and digital design proposals, students will investigate and produce user experiences and interfaces, as well as social media visuals. Through lectures, independent research and practical assignments, they will establish an understanding of visual concepts in digital design systems, as creative and multidisciplinary designers. In addition, they will evaluate their design propositions and enhance their presentation skills.</p>								
<p>LEARNING OUTCOMES:</p>	<p>As a result of taking this course the student should be able to:</p> <ol style="list-style-type: none"> 1. Apply appropriate analysis and methodologies to respond to a digital design brief. 2. Create appropriate concepts and design outcomes that can be applied to a multitude of digital platforms. 3. Appraise the role of Graphic Design in multi-disciplinary teams operating in the digital domain. 4. Present their work on digital platforms by using appropriate tools. 								
<p>METHOD OF TEACHING AND LEARNING:</p>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> → Classes consist of lectures, demonstrations, applied projects, class critiques and discussions. → Visits to companies and/or production sites. → Utilization of online tools and platforms. → Attendance of lectures/workshops by professionals offered on campus and/or in companies. → Studios: students are encouraged to use studio facilities for the completion of their works. → Media labs: students use media labs for the completion of projects and portfolios. → Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture and reading material. → Use of Blackboard, where instructors post assignments, instructions, announcements, as well as additional resources. 								
<p>ASSESSMENT:</p>	<p>Summative:</p> <table border="1" data-bbox="656 1562 1516 1629"> <tr> <td>First assessment: Submission of project</td> <td>40%</td> </tr> <tr> <td>Final assessment: Submission of final project</td> <td>60%</td> </tr> </table> <p>Formative:</p> <table border="1" data-bbox="656 1688 1516 1755"> <tr> <td>Multiple formative projects, to be displayed online</td> <td>0</td> </tr> <tr> <td></td> <td></td> </tr> </table> <p>The formative exercises aim to prepare students for the assessments. The first assessment tests Learning Outcomes 1, 2. The final assessment tests Learning Outcomes 3, 4. Students are required to resit failed assessments in this module.</p>	First assessment: Submission of project	40%	Final assessment: Submission of final project	60%	Multiple formative projects, to be displayed online	0		
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Multiple formative projects, to be displayed online	0								

<p>INDICATIVE READING:</p>	<p>REQUIRED READING: Krug, Steve. <i>Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition)</i>, New Riders 2013.</p> <p>RECOMMENDED READING: Kuang, Cliff; Fabricant, Robert. <i>User Friendly: How the Hidden Rules of Design Are Changing the Way We Live, Work, and Play</i>, MCD 2019 Cooper, Alan; Reimann, Robert; Cronin, David; Noessel, Christopher. <i>About Face: The Essentials of Interaction Design, 4th Edition</i>, Wiley 2014 Yablonski, Jon. <i>Laws of UX: Using Psychology to Design Better Products & Services</i>, O'Reilly 2020</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL: Computer with design software. Adobe suite (PS, AI, ID, XD) and access to online platforms and social media.</p> <p>RECOMMENDED MATERIAL:</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Ability to present and discuss work in front of an audience Preparing a remote presentation</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Adobe xD, Adobe Illustrator, Adobe Photoshop</p>
<p>WWW RESOURCES:</p>	<p>https://www.awwwards.com/ https://thefwa.com/ https://www.digitalartsonline.co.uk/ https://www.csswinner.com/</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. Design in the web, apps and social media 2. UX / UI principles 3. Visual Interactive elements and interface design 4. Web design, data-driven interfaces 5. Application design for mobile devices 6. Other devices and interfaces (watches, screens, devices) 7. Social media platforms and visual design 8. Presenting interactive works