DEREE COLLEGE SYLLABUS FOR: **ITC 2110 Digital Tools for Graphic Design and Production** (Same as GD 2110) **(Revised Spring 2016)**	**US CREDITS:** 3/0/3

<table>
<tr><td></td><td align="right">LEVEL 4
UK CREDITS: 15</td></tr>
<tr><td>PREREQUISITES:</td><td>CS 1070 Introduction to Information Systems or
ITC 1070 Information Technology Fundamentals</td></tr>
<tr><td>CATALOG DESCRIPTION:</td><td>Examine core concepts and techniques on digital design workflow for print & digital publishing. Basic colour theory and page composition. Identify vector graphics properties and characteristics. Build complex shapes and trace bitmap images and line art. Design using layers and symbols, edit text, and draw using perspective. Develop well-crafted print publications, interactive documents, digital magazines, and e-books. Create and edit documents, learn how to use master pages and easily format text, objects, and tables using styles. Work with text frames and graphics, add and format tables, build interactive documents and EPUBs. Output work in several formats, learn how to package, print, and export the finished project.</td></tr>
<tr><td>RATIONALE:</td><td>The course develops skills that lay the foundation for Graphic Design production. The key skills emphasized throughout the course are digital drawing and page layout, technical image manipulation and print publishing skills. Students use industry standard design applications to develop and edit images, graphics, and illustrations as well as design and build layouts and print materials.

The course is suitable for students who aim for a career or graduate studies in Graphic Design, communication, digital media technologies and information technology.</td></tr>
<tr><td>LEARNING OUTCOMES:</td><td>As a result of taking this course, the student should be able to:

1. Identify core visual design concepts relative to colour usage, digital imaging, composition, typography and pre-press processes.

2. Demonstrate knowledge in creative usage of digital drawing tools and techniques, exploiting vector graphics objects and constructs.

3. Reproduce multi-page document designs, complying with laws of continuity and sound typographic control.

4. Describe methods for printing and exporting finished publications.</td></tr>
<tr><td>METHOD OF TEACHING AND LEARNING:</td><td>In In congruence with the teaching and learning strategy of the college, the following tools are used:

➢ Lectures and class discussions. Laboratory sessions involving practice in graphics and page layout applications.

➢ Office hours held by the instructor to provide further assistance to students.

➢ Use of the Blackboard Learning platform (communication, posting of lecture notes / assignments' instructions / timely announcements, online submission of assignments, etc).</td></tr>
<tr><td>ASSESSMENT:</td><td>Summative:</td></tr>
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	Coursework: Page Poster or Logo Design	**40%**
	Final Project: Multi-page e-document design. Content repurposing for print and online delivery	**60%**

Formative:

Project: Reproduce a real multi-page document design, covering vector & bitmap production, page layout & composition and final packaging & distribution decisions.	**0**

The formative project aims to prepare students for final project.
The coursework tests Learning Outcomes 1 and 2.
The final project tests Learning Outcomes 2, 3 and 4.

INDICATIVE READING:	**REQUIRED READING:** Burrough, Xtine. *Foundations of Digital Art and Design with the Adobe Creative Suite.* New Riders, 2013. **RECOMMENDED READING:** Lupton, E. and J. Phillips, *Graphic Design: The New Basics.* Princeton Architectural Press, 2008. Palacio, B. and A. Vit. *Graphic Design Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design.* Rockport, 2012. Heller, S. and Vienne, V. *100 Ideas That Changed Graphic Design.* Laurence King Publishing, 2012. Dabner, D. *New Graphic Design School: A Foundation Course in Principles and Practice.* Wiley & Sons Canada, Limited, 2013. Adobe Type Library Reference Book. Adobe Press 2011.
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	**REQUIRED MATERIAL:** **RECOMMENDED MATERIAL:**
COMMUNICATION REQUIREMENTS:	Daily access to the course's site on the College's Blackboard CMS. Effective presentation skills using proper written and oral English. Communication and coordination during team activities.
SOFTWARE REQUIREMENTS:	Adobe Creative Cloud (CC) Suite, Adobe Acrobat, MS-Word.
WWW RESOURCES:	Foundations of Digital Art and Design. (n.d.). Retrieved November 24, 2014, from http://digitalart-design.com/ Smashing Magazine - For Professional Web Designers and Developers. (n.d.). Retrieved November 24, 2014, from http://www.smashingmagazine.com/ Creative Bloq. (n.d.). Retrieved November 24, 2014, from http://www.creativebloq.com/tag/Graphic-design Adobe: Creative, marketing and document management solutions. (n.d.). Retrieved November 24, 2014, from http://www.adobe.com

INDICATIVE CONTENT:	**INDICATIVE CONTENT:**

	I. Core Concepts
	    1. Vector vs. bitmaps graphics.
	       a. Dots, paths, pixels and bits.
	       b. Objects, lines and shapes.
	    2. Digital imaging primer
	       a. Image file organization, light measurement.
	       b. Composition (rule of thirds).
	       c. Camera specifics.
	         i.White balance.
	         ii.Film speed (iso).
	         iii.Aperture (f-stops).
	         iv.Shutter speed (nth/sec).
	         v.Bracketing.
	       d. Resolution & value.
	         . Resampling-redistributing pixels.
	           1. For screen.
	           2. For print.
	         ii. Value & tonal-range.
	         iii. Zone system.
	    3. Color theory for designers.
	       a. Additive processes.
	       b. Subtractive processes.
	       c. Color models.
	       d. Color harmonie.
	       e. Contrast & color correction.
	    4. Typography primer.
	       a. Contract & rhythm.
	       b. Text boxes.
	       c. Kerning & leading.
	       d. Continuity (laws of similarity & continuity).
	
	II. Digital Drawing
	    1. Working with digital canvas.
	    2. Selecting and transforming objects.
	    3. Working with color.
	    4. Working with fills and strokes.
	    5. Working with paths.
	    6. Creating shapes.
	    7. The pen tool.
	    8. Using type in illustrator.
	    9. Adjusting appearance.
	    10. Working with layers.
	    11. Working with images.
	    12. Creating and using symbols.
	    13. Drawing in perspective.
	    14. Printing, saving, and exporting.
	
	III. Multi Page Document Production
	    1. Managing pages.
	    2. Text.
	    3. Graphics.
	    4. Formatting objects.
	    5. Color.
	    6. Frames and paths.
	    7. Managing objects.
	    8. Transforming objects.
	    9. Character formatting.
	    10. Paragraph formatting.
	    11. Styles.
	    12. Tables.

	13. Long documents. 14. Interactive documents. 15. Packaging, printing, and exporting.