

IDES 151

Digital Media I

Spring Term 2014 » 3 credits » No prerequisites » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

Required Hardware

Computer system as per program requirement for use in lab; operating system.

Portable Media Storage

Required Software

- 1 Adobe CS6 Master Collection
- 2 Universal Type Client
- 3 MS Office
- 4 Roxio Toast 11

Required Subscription

lynda.com

Required Texts

Complete reference manuals as supplied with computer.

Lourekas, P. & Elaine Weinmann. *Illustrator CS6: Visual Quickstart Guide*. Berkeley, California: Peachpit Press, 2012.

Adobe Creative Suite 6 Design & Web Premium Classroom in a Book. California: Adobe Press, 2012.

COURSE DESCRIPTION

In this course students are introduced to the digital technologies and media used in the design and advertising industries. Students gain technical knowledge on the set up and maintenance of digital platforms and tools, and begin to work with image-making software for static and dynamic media. The fundamentals of shaping the interactive experience – information architecture, navigation design, user interface design, and the user experience as it relates to screen technologies – are also introduced.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to:

- manage the desktop environment, files, and fonts;
- identify the difference between, and fundamental principles of, raster, vector, web authoring, and page layout programs;
- use working knowledge of vector and image software to create digital images;
- facilitate interactive document design using storyboards and flowcharts;
- use interface design principles to communicate via digital screens;
- use human factors principles to create user-friendly navigation;
- support production-related requirements for print and digital design projects; and
- continue learning via self-directed methods.

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Weekly Schedule

WEEK 1

Computer pre-flight; hardware inventory; system preference; server connection set up; software updates; finder set up; screen print; business software set up; font book orientation; design and illustration software set up; font server access; font management; and intranet set up.

Project 1 assigned: the digital environment. Due week 2.

WEEK 2

Project 1 due.

Raster software preferences; toolbox; option bar; layers; palettes; working with files; viewing images; grids and guides; customizing the work area; recovery and undo; managing the work space; floating palettes; image and canvas size; using the file menu; using software management to select digital images; colour modes; colour management; display proofs; channels and bit depth; converting between colour modes; and choosing the correct mode.

Project 2 assigned: raster image making, scanning and conversions. Due week 3.

WEEK 3

Project 2 due.

Vector software preferences; new document set-up; guides; elements; tools; palettes; units of measure; display; navigation; view size; placing images; drawing with the pen tool; using advanced type functions; pathfinder; and filters.

Project 3 assigned: vector image making, pen tool, and pathfinder. Due week 4.

WEEK 4

Project 3 due.

PDF-generating software preferences; navigation; set up; features; presentation elements; and creating links and interactive functions for online and on-screen.

Raster image software skill development: types of images; sizes; resolutions; formats; colour and tonal adjustments; viewing histograms and pixel value; adjusting images with levels; curves and exposure; hue/saturation colour balance corrections; improving highlight and shadow detail, matching, and replacing and mixing colours.

Project 4 assigned: composite image. Due week 6.

WEEK 5

Raster image software skill development: making selections; adjusting pixel selections; using masks; layer basics; grouping and linking layers; opacity and blending options; channels; spot colours; layer effects and styles; painting tools; filters; and type layers.

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WEEK 6

Project 4 due.

Raster image software skill development: more pen tool; advanced type functions; pathfinder and filters; creating more complex objects and advanced type functions; reviewing tools palette; guides; stacking orders; using layers; vector file format compatibility; graphing tools; web design components.

Project 5 assigned: using online tutorials for self-study. Due week 8.

WEEK 7

Raster image software skill development: interactive design components; save for web feature; applying content-aware fill; using stamp tool and healing brush tool to retouch with accuracy; creating complex layer masks and performing color-correction tasks; using sharpening and blurring techniques; combining multiple versions of an image to simulate greater dynamic range; applying expert masking techniques for seamless photo composition; and using the best techniques for converting color images to black and white.

WEEK 8

Project 5 due.

Introduction to digital branding and user experience; taking advantage of the digital medium, and user experience critiques.

Project 6 assigned: interactive research. Due week 10.

WEEK 9

Interactive functionality and usability; understanding audiences (clients and users); user diversity; the importance of consistency and conventions.

User interface design: content/navigation map, and audience.

Project 7 assigned: user interface design and information architecture. Due week 11.

WEEK 10

Project 6 due.

Workflow for interactive designs; typical production processes in digital media; introduction to information architecture and site maps; introduction to interaction design; flow charts; storyboarding for interactive content.

WEEK 11

Project 7 due.

Digital design patterns; common interactive design problems and solutions; navigation/menu structures; designing information using wireframes.

Project 8 assigned: wireframes. Due week 15.

WEEK 12

Online merchandising and e-commerce design patterns.

WEEK 13

Proprietary & legal issues; copyright; and fair use online.

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Weekly Schedule continued

WEEK 14

The future of digital branding; alternative interfaces.

WEEK 15

Project 8 due.
Software examination.

EVALUATION PROFILE

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|----------------------------|------|
| Projects 1 - 4 (5% each) | 20% |
| Project 5: online learning | 10% |
| Projects 6 - 7 (10% each) | 20% |
| Project 8 | 20% |
| Software examination | 15% |
| Participation | 15% |
| Term total | 100% |

GRADING PROFILE

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|---|
| <i>Excellent</i> A+ 90-100 A 85-89 A- 80-84 |
| <i>Good</i> B+ 77-79 B 73-76 B- 70-72 |
| <i>Satisfactory</i> C+ 67-69 C 63-66 C- 60-62 |
| <i>Minimal Pass</i> D 50-59 |
| <i>Fail</i> F 0-49 |

Learning Outcomes and Operational Details

Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.
- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.
- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.
- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.
- Enter the field as visual communication professionals.
- Apply visual communication expertise for societal and environmental benefit.
- Work collaboratively with other disciplines in business, industry, and the broader community.
- Recognize the importance of life-long learning and responsiveness to change.

ATTENDANCE /PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

PUNCTUALITY /PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

MISSED EXAMS AND QUIZZES

Missed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

CHEATING /PLAGIARISM

Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

CONTINUATION IN THE PROGRAM

Students must maintain a 2.67 (B-) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

COMPUTER COURSE REQUIREMENTS /POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.