

# DMD C135: DIGITAL MEDIA DESIGN PRINCIPLES

- 9. Showcase Professional Growth, Technical Skills, and Workflow Proficiency

Item	Value
Curriculum Committee Approval Date	11/15/2024
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
Open Entry/Open Exit	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. Identify and apply design principles to digital media productions.
- 2. Conduct Audience Analysis and Define Project Scope Using Research Criteria
- 3. Implement the Creative Process for Effective Project Development
- 4. Master Typography and Type Integration
- 5. Refine Use of Color, Imagery, and Copyright Compliance
- 6. Develop and Present Design Projects with Emphasis on Composition
- 7. Organize and Curate a Digital Portfolio Demonstrating Technical Skills
- 8. Refine Portfolio Projects and Layouts Based on Feedback and Production Techniques

## Lecture Content

Identify and Apply Design Principles and Visual Hierarchy Explore the makeup of Brands including Verbal, Visual, and Brand Emotion Explore and apply fundamental design principles in logo design Build strong visual hierarchy using proximity, alignment, and contrast Conduct Audience Analysis and Define Project Scope Using Research Criteria Analyze audience needs and define project requirements Use research methods like interviews, library resources, and digital media Implement the Creative Process for Effective Project Development Apply brainstorming techniques and concept development Prepare the design brief including target audience, who, what, where, why, how Integrate style by exploring purpose, brand, audience and medium Master Typography and Type Integration Explore type classifications, font families, and application Focus on visual impact, form, and message through typography Refine Use of Color, Imagery, and Copyright Compliance Demonstrate proficiency in selecting and applying color palette Ensure basic copy right compliance and enhance visual communication Develop and Present Design Projects with Emphasis on Composition Design projects focusing on layout structure, ratio, rule of thirds Incorporate hierarchy of typography, color and scale to create order Composition using a grid, bleeds, margins, columns, baseline grid and trim marks Use alignment to create visual order with text alignment Achieve harmony and balance with symmetrical, asymmetrical, size, and color balance Organize and Curate a Digital Portfolio Demonstrating Technical Skills Compile digital portfolio showcasing illustration, photography, and digital design work Highlight understanding of design principles and tools Refine Portfolio Projects and Layouts Based on Feedback and Production Techniques Revise portfolio projects using feedback from critiques Apply digital presentation techniques with Adobe Express and 3D simulation with Adobe Dimension Showcase Professional Growth, Technical Skills, and Workflow Proficiency Present final digital portfolio demonstrating growth in design principles Exhibit workflow management and technical proficiency aligned with industry standards Explore digital media labor market and career pathway opportunities.

## 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 Coastline's 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**

Students will demonstrate critical thinking by analyzing design requirements, making informed creative decisions, and refining projects based on feedback and evaluation. 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 student's work C. Quizzes that demonstrate a thorough technical understanding of key course concepts

## **Required Writing, Problem Solving, Skills Demonstration**

Complete written project briefs, and solve creative challenges through project development. Skills demonstrations include creating digital media projects, presenting designs, and maintaining a digital portfolio using industry-standard software.

## **Eligible Disciplines**

Art: Master's degree in fine arts, art, or art history OR bachelor's degree in any of the above AND master's degree in humanities OR the equivalent. Note: 'master's degree in fine arts' as used here refers to any master's 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. Master's degree required. Commercial art (sign making, lettering, packaging, rendering): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelor's 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