| **PROFESSOR:** | **PHONE NUMBER:** |
| --- | --- |
| **OFFICE LOCATION:** | **E-MAIL:** |
| **OFFICE HOURS:** | **SEMESTER:** |

1. **COURSE NUMBER AND TITLE, CATALOG DESCRIPTION, CREDITS:**

**~~DIG 2118C Digital Graphic Design (3 CREDITS)~~ GRA 2103C - Digital Graphic Design (3 Credits)**

THIS COURSE IS DESIGNED FOR ANY STUDENT WHO IS INTERESTED IN LEARNING HOW TO CREATE AND EDIT WELL-DESIGNED DIGITAL GRAPHICS FOR PROFESSIONAL USE. TOPICS INCLUDE SKILLS RELATED TO DEVELOPING VECTOR AND PIXEL BASED GRAPHICS FOR PRINT AND WEB USING COMMERCIAL-GRADE GRAPHICS SOFTWARE AS WELL AS FUNDAMENTAL 2-D DESIGN PRINCIPLES. GAUGED FOR BEGINNERS WHO ARE COMPUTER COMPETENT.

1. **PREREQUISITES FOR THIS COURSE:**

ART 2600C, Grade of “C” or better

**CO-REQUISITES FOR THIS COURSE:**

None or list co-requistes

1. **GENERAL COURSE INFORMATION:** Topic Outline.

• TRAIN STUDENTS IN THE PRECEPTS OF UTILIZING GRAPHIC ARTS IN A DIGITAL MEDIUM.

* FAMILIARIZE STUDENTS OPERATING IN A DIGITAL MEDIUM WITH THE GOAL OF CREATING GRAPHIC ART.
* PREPARE STUDENTS FOR THE PROFESSIONAL DIGITAL MEDIA INDUSTRY IN WHICH DIGITAL IMAGERY IS A HIGHLY MARKETABLE SKILL.
* ENCOURAGE STUDENTS TO BUILD CONFIDENCE IN WORKING ON PROJECTS INVOLVING MULTIPLE STEPS THAT DIRECTLY CORRELATE TO THE WORKPLACE.
* TEACH STUDENTS THE BENEFITS OF ITERATION. THIS COURSE IS DESIGNED TO IMPROVE THE STUDENTS ABILITY TO COMPOSE, EDIT AND MANIPULATE DIGITAL IMAGERY.
* STUDENTS ENROLLED IN THIS COURSE WILL ACQUIRE THE NECESSARY KNOWLEDGE TO SUCCEED IN PROFESSIONAL DIGITAL MEDIA ENVIRONMENTS. USING ADOBE PHOTOSHOP SOFTWARE, SEVERAL TOPICS WILL BE COVERED RELATED TO LEARNING DIGITAL IMAGING PROCESSES AS WELL AS MASTERY OF THE SOFTWARE INCLUDING:
  + CUSTOMIZING THE WORK SPACE USING THE TOOLS, PANELS, AND LAYERS LAYER BASICS AND SELECTION TOOLS PHOTO CORRECTIONS AND ENHANCEMENTS MASKS AND CHANNELS TYPOGRAPHIC DESIGN VECTOR DRAWING TECHNIQUES ADVANCED COMPOSITING WORKING WITH 3D IMAGES PAINTING WITH THE MIXER BRUSH EDITING VIDEO PREPARING FILES FOR THE WEB PRODUCING AND PRINTING CONSISTENT COLOR

1. **All courses at Florida SouthWestern State College contribute to the general education program by meeting one or more of the following general education competencies:**

**C**ommunicate clearly in a variety of modes and media.

**R**esearch and examine academic and non-academic information, resources, and evidence.

**E**valuate and utilize mathematical principles, technology, scientific and quantitative data.

**A**nalyze and create individual and collaborative works of art, literature, and performance.

**T**hink critically about questions to yield meaning and value.

**I**nvestigate and engage in the transdisciplinary applications of research, learning, and knowledge.

**V**isualize and engage the world from different historical, social, religious, and cultural approaches.

**E**ngage meanings of active citizenship in one’s community, nation, and the world.

**A.**  **General Education Competencies and Course Outcomes**

1. Listed here are the course outcomes/objectives assessed in this course which play an *integral* part in contributing to the student’s general education along with the general education competency it supports.

General Education Competency: **Critical Thinking**

Course Outcomes or Objectives Supporting the General Education Competency Selected:

* 1. Successfully understand and utilize digital media as a tool within the larger context of fine art and how it compares to other traditional fine art media.
  2. Effectively utilize digital media/image manipulation skills for the purposes of artistic creative expression.
  3. Understand how to utilize symbolism, iconography and metaphor in the creation of digitally created artistic imagery.
  4. Learn the MAC or PC operating system and be able to navigate from application to application.

5) UTILIZE VALUABLE GRAPHIC DESIGN TOOLSETS PROVIDED IN INDUSTRY-STANDARD SOFTWARE TO DEVELOP AND EDIT BITMAP AND VECTOR GRAPHICS

6) APPLY PROPER 2-D DESIGN PRINCIPLES, INCLUDING COLOR THEORY, TYPOGRAPHY, AND LAYOUT WHEN CREATING AND EDITING DIGITAL GRAPHICS

7) EFFECTIVELY COMMUNICATE AN IDEA, THEORY, OR PRINCIPLE RELATED TO THE USING VECTOR GRAPHICS CAPTURE AND EDIT DIGITAL PHOTOGRAPHS TO DOCUMENT AN EVENT, COMMUNICATE AN IDEA, OR MAKE A STATEMENT.

8) COMBINE VECTOR AND BITMAP GRAPHICS TO PRODUCE A COLLAGE SHARE AND DISTRIBUTE DIGITAL GRAPHICS ONLINE

9) UTILIZING PROPER FORMATS AND SOFTWARE TOOLS PRESENT DIGITAL GRAPHICS FOR PRINT PRODUCTION.

10) UTILIZING DESKTOP PUBLISHING SOFTWARE CREATE DIGITAL GRAPHICS TO COMPLIMENT WEB PAGE DESIGN, OR AS A WEBPAGE DESIGN CRITIQUE DIGITAL GRAPHIC DESIGNS UTILIZING ESTABLISHED 2-D DESIGN PRINCIPLES, AND PROVIDING CONSTRUCTIVE SUGGESTIONS

**B.** **Other Course Objectives/Standards**

1. **DISTRICT-WIDE POLICIES:**

**Programs for Students with Disabilities**

Florida SouthWestern State College, in accordance with the Americans with Disabilities Act and the College’s guiding principles, offers students with documented disabilities programs to equalize access to the educational process. Students needing to request an accommodation in this class due to a disability, or who suspect that their academic performance is affected by a disability should contact the Office of Adaptive Services at the nearest campus. The office locations and telephone numbers for the Office of Adaptive Services at each campus can be found at <http://www.fsw.edu/adaptiveservices>.

**REPORTING TITLE IX VIOLATIONS**

Florida SouthWestern State College, in accordance with Title IX and the Violence Against Women Act, has established a set of procedures for reporting and investigating Title IX violations including sexual misconduct.  Students who need to report an incident or need to receive support regarding an incident should contact the Equity Officer at [equity@fsw.edu](mailto:equity@fsw.edu).  Incoming students are encouraged to participate in the Sexual Violence Prevention training offered online.  Additional information and resources can be found on the College’s website at <http://www.fsw.edu/sexualassault>.

1. **REQUIREMENTS FOR THE STUDENTS:**
2. **ATTENDANCE POLICY:**
3. **GRADING POLICY:**

Include numerical ranges for letter grades; the following is a range commonly used by many faculty:

| 90 - 100 | = | A |
| --- | --- | --- |
| 80 - 89 | = | B |
| 70 - 79 | = | C |
| 60 - 69 | = | D |
| Below 60 | = | F |

(Note: The “incomplete” grade [“I”] should be given only when unusual circumstances warrant. An “incomplete” is not a substitute for a “D,” “F,” or “W.” Refer to the policy on “incomplete grades.)

1. **REQUIRED COURSE MATERIALS:**
2. **RESERVED MATERIALS FOR THE COURSE:**

Other special learning resources.

1. **CLASS SCHEDULE:**
2. **ANY OTHER INFORMATION OR CLASS PROCEDURES OR POLICIES:**

(Which would be useful to the students in the class.)