

Minnesota State University Moorhead

GID 330: Intermediate Digital Design

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 4

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

GID 230 - Introduction to Digital Design

Corequisites: None

MnTC Goals: None

This course is a continuation of the topics introduced in GID 230 Introduction to Digital Design, which is based upon the Macintosh computer and the programs used in the graphics industry today. In GID 230, students learned the basics of digital design, which includes the development of technical, creative, aesthetic, and production knowledge and skill sets. This course will explore in more depth these skill sets, creation of raster graphics, vector graphics, layout design, and the correct use of professional computer applications to design and produce graphics and layouts. It will provide an understanding of the applications at a deeper level, both technical and creative, as well as the best practices for the production of graphics according to industry standards.

In addition to expanding the depth and breadth of topics begun in the introductory course, there are other content areas that will be introduced, including simple raster and vector looping animation, mobile platforms for Photoshop and Illustrator, mobile-to-desktop workflow, and other mobile apps that can be used in graphic creation.

B. COURSE EFFECTIVE DATES: 01/02/2021 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Critical analysis and problem-solving, intermediate Photoshop & Illustrator & InDesign techniques, raster and vector graphics, continued development of creative & technical & production skills, desktop-to-mobile workflow.

D. LEARNING OUTCOMES (General)

1. Discuss the ethical issues within the computer graphics industry.
2. Be accomplished in using intermediate techniques in Adobe Photoshop, Adobe Illustrator, and Adobe InDesign software (in relation to best practices in the graphics industry).
3. Have an intermediate-level concept of raster graphics best practices (such as correct use of raster graphics, design concepts, creation of raster for different mediums, production rules including size and resolution and color, etc).
4. Have an intermediate-level concept of vector graphics best practices (such as correct use of vector graphics, design concepts, creation of vector for different mediums, production rules including color and PostScript language and export conversions, etc).
5. Have an intermediate-level concept of layout and design best practices (such as composition, hierarchy, rules for layout, design concepts, and typographic terms and uses, etc).
6. Have a basic concept of mobile-to-desktop workflow and the use of applications within this process.
7. Understand terminology used in the industry.
8. Discuss the importance of graphic applications and their impact on the graphic communications industry.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted