Minnesota State University Moorhead

GID 438: Digital Design and Production Studio

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 4

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:
This course requires both of these prerequisite categories
1. GID 430 - Advanced Digital Design
   And
2. GID 434 - Digital Prepress and Production

Corequisites: None

MnTC Goals: None

Digital Design & Production Studio is an advanced study in digital design and production techniques. It is the culminating course in the Digital Design and Digital Prepress course series. This course is designed to bring together all of the digital design/graphics and digital prepress knowledge already learned, prepare students for presenting projects and working with clients, and to continue the in-depth exploration of Adobe Photoshop begun in the GID 430 Advanced Digital Design course.

Graphic communicators must be prepared to and comfortable with showing and explaining their projects to others (clients, employers, etc). They must also become comfortable with others critiquing their work and requesting changes to the project. The projects and presentations in this course are designed to help students become more comfortable with this aspect of the graphics industry. Students will work individually and in groups on projects that will require the use of the digital design (both layout and graphics) and digital prepress skills already learned. These projects are designed to simulate the real-world experience of working on projects for clients. Students will be assigned a company and will create various drafts of the assigned project based on ¿client¿ feedback. Each of these project drafts will be presented to the class for critique and will need to be reworked based on the critique and the ¿client¿ feedback until the desired final results are achieved.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. Critical analysis and problem-solving, preparation of presentations, professional presentation delivery and interaction with clients, process involved in professional projects from start to finish, continued incorporation of professional digital prepress skills, advanced Photoshop techniques, image color analysis and correction, Augmented Reality.

D. LEARNING OUTCOMES (General)

1. Be accomplished in incorporating digital design/graphics and digital prepress skills into projects.
2. Be accomplished in using critical and analytical thinking skills.
3. Be accomplished in presenting and explaining projects created.
4. Be accomplished in revising projects created and incorporating feedback into the revisions.
5. Be accomplished in creation and inclusion of Augmented Reality (AR) into printed pieces.
6. Be accomplished in using advanced color & tone correction, photo retouching, and restoration techniques in Adobe Photoshop.
7. Be accomplished in using advanced special effect, photo enhancement, & image manipulation techniques in Adobe Photoshop.
8. Understand terminology used in the industry.
9. Be able to discuss the ethical issues within the computer graphics 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