

GD 105

Fundamentals of Digital Media

Mike Skocko

Room H114 • mskocko@guhds.net • Spring 2008 • MW 6:30–8:45

Course Description

This course explores the digital hardware and software used in graphic design with an emphasis on print graphics production skills. Students will learn how to operate the computer and use software applications common in graphic design (Adobe Illustrator, Photoshop, InDesign). Design principles will be introduced as students explore the creative potential and practical aspects of graphic design with realistic project assignments.

Course Objectives (Expected Student Learning Outcomes)

Students will be able to:

- 1) Describe the relationship between hardware components and computer performance
- 2) Properly use input and output devices
- 3) Manage multiple files for digital projects and use appropriate file formats
- 4) Use the Internet for research, communication and file transfer
- 5) Synthesize production skills and design concepts to design and produce simple print graphics projects (logo, poster, editorial layout or montage, etc.) with Adobe Illustrator, Photoshop, and InDesign.
- 6) Properly use and apply production terminology and concepts such as raster vs. vector, image resolution, image/canvas/file size and file format
- 7) Describe and demonstrate legal and ethical behavior with regard to copyright

Course Requirements

Students are expected to attend and participate actively in course discussion and activities during the designated period for lecture and lab. Work outside of class will average 2 hours per week for reading and research.

Class Projects

TBA (Logo, Letterhead, Posters, CD Cover, Brochure, Morgue File, etc.)

Grades/Assignments

A rubric will be used for each assignment. Work will be evaluated for creative and technical ability, which includes following directions and attention to detail.

Grades/Due Dates

Work will be due on the assigned due date. Late work will be lowered one letter grade. Any project may be reworked and resubmitted (though a B is the highest possible grade for resubmitted work). Missing assignments will result in an F.

Grades/Attendance/Participation

As described in Course Requirements, students are expected to attend and participate actively in course discussion and activities during the designated period for lecture and lab. If you miss 3 days, your semester grade will fall one letter grade. Miss 4 or 5 days and your semester grade will fall 2 letter

grades. Miss 6 days and your grade will fall 3 letter grades. You cannot pass the course if you miss 7 or more class meetings. You are required to ask other students for lecture and assignment notes if you miss any class meetings.

Grades/Behavior/Participation

You are expected to be attentive during lectures and presentations. Failure to give the instructor and/or student presenters your full attention may result in a letter-grade penalty for the current project. All students are required to present their work during critiques.

Grades/Computer/Internet Usage

Please confine your use of the computer and the Internet to classroom-related activities. Repeated misuse of said resources will result in a letter-grade penalty for the current project.

Course Materials/Required!

Flash drive (or other storage device to back up your files), headphones (for online tutorials), sketchbook and pencil (to capture your ideas), pad of paper (for note-taking). You are **required** to bring these items to **every** class meeting.

Tutoring

A tutor is available to assist students with computers and software and to help with interpreting projects. Students must enroll (at no cost) in GD 198.

Academic Policies

This course adheres to policies outlined in the Cuyamaca College Catalog. For further information, see Academic Policies stated in the catalog.

Cell Phones

Please keep your phone in silent mode. No texting in class. If you must make or receive a call, please do so outside of the classroom—but not during lectures and/or presentations. You may, of course, make or take emergency calls—if they are truly of an emergency nature.

Office Hours

I have no office hours, per se, but I do open the classroom 30 to 60 minutes prior to each class meeting.

Texts and References

There are no required texts. I will, however, require you to sign up for several (free) online resources and will expect you to use said resources during the course of the semester. To access these resources you must have an email account.

Important Dates

Feb 8 is the last day to add this class or drop without a "W." April 25 is the last day to drop class.

Note: This is a preliminary syllabus and is subject to revision. January 28, 2008