ORIGINAL COURSE IMPLEMENTATION DATE: January 2004
REVISED COURSE IMPLEMENTATION DATE: January 2025
COURSE TO BE REVIEWED (six years after UEC approval): September 2030
Course outline form version: 26/01/2024

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 157	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Digital Design Media I
Course Short Title: Digital Design Media I

Faculty: Faculty of Humanities	**Department (or program if no department):** Graphic and Digital Design

Calendar Description:

Students are introduced to digital image-making with a foundation in creating and using digital imagery for various design-related outcomes. Students practice using industry-standard software, tools, and techniques while discerning the appropriate process for each task. Students engage in purposeful, content-driven projects and hands-on workshops designed to enhance their image creation and utilization skills, critical analysis of cultural appropriation, and respectful uses of imagery in visual communication.

Note: Basic computer knowledge is recommended.

Note: The differential tuition fee includes an Adobe CC subscription for the class duration at no additional cost.

Prerequisites (or NONE):	None.
Corequisites (if applicable, or NONE):	
Pre/corequisites (if applicable, or NONE):	

Antirequisite Courses *(Cannot be taken for additional credit.)*	**Course Details**
Former course code/number:	Special Topics course: **No**
Cross-listed with:	*(If yes, the course will be offered under different letter designations representing different topics.)*
Equivalent course(s):	Directed Study course: **No**
(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)	*(See policy 207 for more information.)* Grading System: **Letter grades** Delivery Mode: **May be offered in multiple delivery modes** Expected frequency: Choose an item. **Every semester** Maximum enrolment (for information only): **24**

Typical Structure of Instructional Hours

Lecture/seminar	20
Tutorials/workshops	40
Total hours	**60**

Prior Learning Assessment and Recognition (PLAR)

PLAR is available for this course.

Transfer Credit *(See **bctransferguide.ca**.)*

Transfer credit already exists: **Yes**

Submit outline for (re)articulation: **No**
  (If yes, fill in transfer credit form.)

Scheduled Laboratory Hours

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Department approval	**Date of meeting:**	February 23, 2024
Faculty Council approval	**Date of meeting:**	March 8, 2024
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	September 27, 2024

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Describe the digital tools and their purpose using industry-standard terminology.
2. Identify the purpose of digital imaging in various visual communication contexts.
3. Create raster and vector images using industry-standard digital tools.
4. Apply digital imaging skills and technology for visual communication.
5. Use optimal workflow for image management, enhancement, and production for print and screen.
6. Demonstrate respectful use of creative and generative assets in digital image creation.
7. Discuss cultural appropriation in creating digital imagery.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	60%	Project:	40%		%
	%		%		%

Details:
In-class exercises 1-7 (50%)
Written reflection (10%)
Project 1 (20%)
Project 2 (20%)

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures, demonstrations, workshops, tutorials, self-directed skill development.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

	Type	Author or description	Title and publication/access details	Year
1.	Online resource	Adobe Training Tutorials	https://helpx.adobe.com/	2024
2.	Online resource	*Asma-na-hi Antoine*	Pulling Together: A Guide for Curriculum Developers: Section 4: Incorporating Diverse Sources of Indigenous Knowledge	2024
3.	Textbook	Sherin, Aaris	Design Elements, Using Images to Create Graphic Impact : A Graphic Style Manual for Effective Image Solutions in Graphic Design	
4.	Online resource	Hall, Andrew	Illustration	2011

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Studio spaces for this course provide access to Adobe CC, scanners and colour printing. Students enrolled in the GDD diploma program are required to have a MacBook Pro laptop. Students not enrolled in the GDD diploma program can access a Mac computer while on campus.

Course Content and Topics

- Selecting images and language that represent diversity, equity, inclusivity in graphic design.
- Respectful image use and inclusive representation.
- Learning about cultural appropriation of Indigenous themes and visual elements.
- Understanding available tools and styles of image creation.
- Discuss generative tools and their place in the creation and manipulation of imagery.
- The role of the designer in creating meaning through image making, including image types and classifications.
- Discussing image classifications.
- The different usage of Photoshop and Illustrator.
- What type of visual communication medium is used in the appropriate context.
- Understanding the differences between raster and vector image creation and using appropriate tools for each to achieve high quality and effective outcomes.
- Experimentation with vector illustration and production for screens and for print.
- Exploring techniques and processes in photo manipulation and enhancement for screens and print.