



Western Technical College

10104175 Digital Design Components

Course Outcome Summary

Course Information

Description	How do you know when to use a jpeg, pdf, tiff or gif? When do you use CMYK or RGB? What size and resolution do you need for a printed document versus a web site? You will learn all of the specifications, lingo and abbreviations that graphic designers, publishers, web designers and marketing professions use on a daily basis. You will learn the basics of print and web design components to enable you to make informed decisions.
Career Cluster	Marketing
Instructional Level	Associate Degree Courses
Total Credits	2
Total Hours	36

Pre/Corequisites

Prerequisite 10104114 Marketing Principles

Textbooks

No textbook required.

Learner Supplies

Approximately \$80 for two-years of personalized website and hosting services to QTH (www.qth.com). Instructor will give instructions on how to make the payment (credit/debit card or check).

Vendor: To be discussed in class. Required.

Success Abilities

1. Live Responsibly: Embrace Sustainability
2. Refine Professionalism: Act Ethically
3. Refine Professionalism: Improve Critical Thinking
4. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Create digital marketing content for products, services, images, and ideas
2. Integrate tools and technology for digital marketing initiatives

Course Competencies

1. Explore the roles of team members for digital design projects.

Assessment Strategies

- 1.1. Written Objective Test

Criteria

You will know you are successful when

- 1.1. you identify the potential team members by the role.
- 1.2. you identify responsibilities and tasks of each: marketing person, graphic designer and web designer/programmer
- 1.3. you summarize how each works together to complete a project.

Learning Objectives

- 1.a. Identify the potential team members (example - graphic designer, marketing person, web programmer, etc.).
- 1.b. Describe the roles and responsibilities of marketing person, graphic designer and web designer/programmer
- 1.c. Classify the tasks each role would perform.
- 1.d. Articulate how each task and role work together to complete a project.

2. Articulate project requirements using professional terminology.

Assessment Strategies

- 2.1. Written Product

Criteria

You will know you are successful when

- 2.1. you apply common design/programming terms used in assignments.
- 2.2. you communicate effectively using precise language.

Learning Objectives

- 2.a. Identify the common design/programming terms used in marketing projects.
- 2.b. Translate the language of web designers/programmers and graphic designers to terms a marketing person utilizes.
- 2.c. Describe marketing terms to a web designer/programmer and graphic designer in a manner they can utilize.
- 2.d. Communicate project requirements using design and programming terminology.

3. Investigate the basics of design aesthetics for print and digital promotional tools.

Assessment Strategies

- 3.1. Written Product

Criteria

You will know you are successful when

- 3.1. you describe what makes digital or print media aesthetically pleasing.

- 3.2. you incorporate text, graphics, colors, white space and layout for print and digital media.
- 3.3. you identify proximity, repetition, balance, and contrast elements in design layouts.

Learning Objectives

- 3.a. Examine what makes digital or print media aesthetically pleasing.
- 3.b. Explore text, graphics, colors, white space and layout for print and digital media.
- 3.c. Explain the relationship between text, graphics, colors, white space and layout.
- 3.d. Examine how each of the following are used during the design layout: proximity, repetition, balance, contrast, etc.

4. Differentiate between print and digital design components.

Assessment Strategies

- 4.1. Written Objective Test

Criteria

You will know you are successful when

- 4.1. you select correct file preparation and types for digital or print project.
- 4.2. you identify best font styles for media type.
- 4.3. you choose software applications used to produce print materials vs. digital materials.
- 4.4. you identify when to use a digital proof or print proof.
- 4.5. you discuss limitations of image resolution for digital vs print.

Learning Objectives

- 4.a. Explore the traditional printing process from pre-planning though final print.
- 4.b. Determine how file preparation and types are different for digital project compared to printed material.
- 4.c. Choose fonts based on media - digital vs. print.
- 4.d. Describe different software applications used to produce print materials vs. digital materials.
- 4.e. Compare digital proofs and print proofs.
- 4.f. Identify ways to enhance image resolution for digital vs print.

5. Explore the design process.

Assessment Strategies

- 5.1. Written Product

Criteria

You will know you are successful when

- 5.1. you discuss traditional printing process from pre-planning though final print.
- 5.2. you identify application of design principles and elements.
- 5.3. you apply design elements for effective layout.

Learning Objectives

- 5.a. Examine how design principles and design components work together.
- 5.b. Identify how the design aesthetics is different than the design process.
- 5.c. Identify goal or purpose of the material.
- 5.d. Identify audience.
- 5.e. Identify interactions between audience and materials
- 5.f. Explore functionality and user experience.
- 5.g. Review and modify or add content as needed.

6. Practice website design process.

Assessment Strategies

- 6.1. Diagrams - Web Schematic and Wireframe

Criteria

You will know you are successful when

- 6.1. you review a website for design components and elements.
- 6.2. you identify software, web content management systems, basic programming languages for a website.
- 6.3. you identify file types, image management, resolution, color management and web structure for a website.
- 6.4. you incorporate selections of web design elements into existing student web site.

Learning Objectives

- 6.a. Identify software, web content management systems, basic programming languages used for website design.
- 6.b. Examine file types, image management, resolution, color management and web structure for a website.
- 6.c. Implement selections of web design elements into existing student web site.