



Western Technical College

## 10104175 Digital Design Components

### Course Outcome Summary

#### Course Information

<b>Description</b>	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.
<b>Career Cluster</b>	Marketing
<b>Instructional Level</b>	Associate Degree Courses
<b>Total Credits</b>	2
<b>Total Hours</b>	36

#### Textbooks

No textbook required.

#### Learner Supplies

Approximately \$80 for two-years of personalized website and hosting services to QTH (<http://billing.qth.com/hosting.php>). 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 through 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 through 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.