



VCOM 207:
Digital Design Tools

Fall 2014



VCOM 207 Digital Design Tools

Fall 2014
4 Credits

Time & Location

Mondays & Wednesdays
12:30 PM – 2:20 PM
537 VisCom Lab

Instructor

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Office Hours

By Appointment

Course Description

Fundamentals of digital design software programs are explored. Fundamental design principles for print layout, website creation and typography will be addressed while mastering techniques used extensively in the digital design industry.

Course Objectives

As a result of this course, students will be able to:

1. Create documents using Adobe: InDesign, Illustrator, and Photoshop.
2. Create documents and files that meet standard graphic design principles.

Prerequisites

None.

Recommended Resources

There are no required texts for this course however you are strongly encouraged to purchase a subscription to Lynda.com. There you will have access to hundreds of tutorial videos that will help you learn the software used in this course. In particular, I recommend:

- Photoshop CC Essential Training
- Illustrator CC Essential Training
- InDesign CC Essential Training

Required Computer & Software

You will need access to a computer that can run Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. The Adobe software should be versions Creative Suite 6 or the current version of Creative Cloud. This software is available for you on the computers in the graphics lab.

Course Requirements & Grading

Grading for this course has 3 components.

Attendance and active participation in class is required for this course.

*“Design is thinking
made visible.”*

– Saul Bass

Weekly Assignments will be given each week. These assignments will demonstrate how you are developing your knowledge and skills. Details for the assignments will be posted on the course website in Populi. You must turn in your work by the deadline posted in Populi, late work will not be accepted and will score a zero for the assignment.

Portfolio: You will present a collected portfolio of your work in this course as your final project. The portfolio will build on your work in the weekly assignments. Specific instructions for the portfolio assignment will be posted on the course website.

Grade Weighting

Attendance	20%
Weekly Assignments	50%
Portfolio	30%

Academic Grading Standard

Trinity Lutheran College Faculty use the following scale in assigning grades for coursework:

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F	Pass
%	100-93	92-90	89-87	86-83	82-80	79-77	76-73	72-70	69-67	66-60	59-0	100-70

Recognize that an average grade in this course is a C (76-73%). A and B grades are reserved for those who demonstrate levels above and beyond the requirements. Failure to meet requirements result in D and F grades. In other words, approximately 10% of the class will earn A's, 15-20% will earn B's, 30-40% will earn C's; 15-20% will earn D's and less than 10% should earn F's. The Trinity policy is that all courses required for graduation must be completed with a C- or higher.

Course Workload Expectations

As a 4 credit course, you will be expected to do a minimum of 180 hours of total learning work on this course, averaging 12 hours of work per week. Trinity utilizes the Carnegie Unit of Credit, providing an accurate academic measurement and credit/course-load/disciplinary comparability ensuring consistency throughout the college. This is the standard of academic measurement compatible in the field of higher education.



CMYK represents four colors, Cyan, Magenta, Yellow, Black, which are combined to create many other colors in printed materials.

Course Schedule

Week	Date	Topic & Assignments
1	8/25	Introduction & Photoshop Overview
	8/27	Ps: Crop & Transformation
2	9/1	No Class: Labor Day
	9/3	Ps: Layers Week 1 Assignment Due
3	9/8	Ps: Selections & Layer Masks Week 2 Assignment Due
	9/10	Ps: Tone & Color Correction
4	9/15	Ps: Type Week 3 Assignment Due
	9/17	Ps: Retouching
5	9/22	Ps: Filters Week 4 Assignment Due
	9/24	Ps: Layer Effects
6	9/29	Ai: Illustrator Overview Week 5 Assignment Due
	10/1	Ai: Color, Fills, Strokes
7	10/6	Ai: Paths & Shapes Week 6 Assignment Due
	10/8	Ai: Pen Tool
8	10/13	Ai: Type Week 7 Assignment Due
	10/15	No Class: Fall Break

Week	Date	Topic & Assignments
9	10/20	Ai: Appearance & Layers Week 8 Assignment Due
	10/22	Ai: Tracing Tool
10	10/27	Ai: Illustrator Projects Week 9 Assignment Due
	10/29	Ai: Illustrator Projects
11	11/3	Id: InDesign Overview Week 10 Assignment Due
	11/5	Id: Type & Text
12	11/10	Id: Color & Objects Week 11 Assignment Due
	11/12	Id: Frames & Paths
13	11/17	Id: Style Sheets & Tables Week 12 Assignment Due
	11/19	Id: Pages
14	11/24	Id: Pagination Week 13 Assignment Due
	11/26	No Class: Thanksgiving
15	12/1	Portfolio Review Week 14 Assignment Due
	12/3	Portfolio Review
Finals		Portfolio Presentations

Course Policies

Attendance: Trinity Lutheran College expects students to attend all classes. Students are considered responsible for material and assignments that are covered in all classes. Students are expected to be on time for the start of class.

Respect: Students are expected to practice mutual respect for all students, respectfully listening and civilly discussing the viewpoints represented.

Laptops/Netbooks/Phones: In order to foster an environment conducive to learning, students will be expected to use laptops and smart phones for classroom learning only. Students using laptops/smart phones for other purposes (i.e. email, games, etc.) will lose the privilege of using them in the classroom. Phones are to be turned OFF or silenced during class time.

Disruptions during class time: Leaving class is allowed for illness and emergencies. Keep non-essential disruptions, such as bathroom visits, until break time or after class.

Academic Policies and Other Considerations

Academic Freedom: Academic freedom and freedom of inquiry are rooted within our commitment to all truth as God's truth. Therefore, we belong to a tradition that does not seek to suppress freedom of inquiry, but to pursue it as an essential component of our faith and our academic program. The college encourages students and faculty to examine data, to question assumptions, to be freely guided by evidence, and to be learners and scholars together in the pursuit of truth.

Copies of Student Work: A student who does not wish to have copies of his or her work made available for accreditation or institutional self-study must indicate so in writing to the instructor prior to the end of the second week of classes.

Syllabus Changes: The instructor reserves the right to alter this syllabus in response to student interest, instructor discretion, or unforeseen circumstances.

Policy on Incompletes: See the current catalog.

Repeated Course: Please inform the instructor if you are repeating this course.

Appealing Final Grades: Students may contest a course grade up until midterm break of the following semester as all graded course work will be kept until then.

Special Accommodations:

Trinity Lutheran College is committed to providing reasonable accommodations for persons with disabilities whenever possible. This syllabus will be available to students in alternate formats upon request. Students with disabilities who need accommodations must contact the Dean of Students to file documentation of his or her disabilities and to create a plan for accommodations needed. While documentation can be filed at any point in the semester, accommodations may not be able to be provided retroactively, so it is best to meet with the Dean before or within the first week of classes. Students are responsible for costs related to professional testing for learning disabilities.

Academic Honesty

Academic Honesty: Academic honesty is expected of all students at all times at Trinity Lutheran College. Academic dishonesty constitutes a serious violation of scholarship standards that can result in substantial penalties, including denial of credit in a course, as well as dismissal from the college. Any act that involves misrepresentation regarding the student's academic work or that abridges the rights of other students to fair academic competition is forbidden (e.g., revealing contents of exams or quizzes).

Academic dishonesty includes, but is not limited to, cheating on assignments or exams, plagiarizing (misrepresenting another's work, including software programs, as one's own original creation), submitting the same (or substantially the same) paper in more than one course without prior consent of all instructors concerned, and depriving others of necessary academic sources. Students charged with academic dishonesty have the right to appeal any disciplinary action to the Academic Committee.

Trinity Lutheran College Conduct Policies for those who are

suspected of Plagiarism: If a faculty member has evidence of plagiarism, they have the ability to select one of the following sanctions: A zero on the assignment; An "F" in the class; or Recommendation of expulsion. For a full definition of plagiarism, please refer to the academic policies in the Academic Catalog.

Collegiate Writing

Non-discriminatory Language: Please use non-discriminatory language when referring to humankind. For example, "man," "men," and "mankind" are no longer considered generic terms and should be replaced with "human," "humans," and "humankind." Though once standard in English usage, it has been alienating to many. Thus, we want to be intentional in using inclusive language to not unintentionally marginalize any person.

Collegiate-level writing: ALL written assignments are expected to use collegiate-level writing, demonstrating proficiency of grammar, punctuation, capitalization, and word choice. Writing deficits will be reflected in the grading. See the writing grading handout.