

Minnesota State University Moorhead

GID 430: Advanced Digital Design

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 4

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

GID 330 - Intermediate Digital Design

Corequisites: None

MnTC Goals: None

This course is an in-depth exploration of three of the most widely used programs in the graphics industry today: Adobe Illustrator and Adobe Photoshop and Adobe InDesign. By mastering these powerful programs, a designer will have the ability to create images and graphics and layout designs that are not only exceptional in color and quality, but also contain many special enhancements that will create the illusion of reality, enhance visual communication, and produce professional level designs.

Students will learn advanced layout design techniques in Adobe InDesign by creating multi-page/panel projects that use both production and aesthetic components. Advanced aesthetic and technical skills will be learned and utilized in the creation of vector graphics in Adobe Illustrator. Students will begin learning advanced techniques in Adobe Photoshop to create new raster graphics, create composites, and manipulate and enhance images. Since Adobe Photoshop is such a powerful program that has many different functions, it is not possible to address all the advanced techniques in this course (but will be continued in the Digital Design Studio class).

Mobile-to-desktop workflow will be incorporated in various projects. Augmented Reality (AR) concepts and projects will be incorporated (which will include the use of Photoshop, Illustrator, and InDesign to create graphics and layouts and the Adobe Aero software to create the AR experience). New concepts to be introduced are the workflow involved in combining Adobe Illustrator and Adobe Photoshop files together into one seamless design for production, 3D creation and use in Photoshop and Illustrator, and InDesign interactivity (including creation of interactive single and multiple page designs with animation, interactive presentations, liquid layouts, etc).

B. COURSE EFFECTIVE DATES: 01/02/2021 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Critical analysis and problem-solving, preparation of presentations, advanced Photoshop & Illustrator & InDesign techniques, correct use and creation of raster and vector graphics, continued development of creative & technical & production skills, interactive layouts, 3D raster and vector graphics, desktop-to-mobile workflow, Augmented Reality.

D. LEARNING OUTCOMES (General)

1. Be accomplished in advanced concepts, design, and technical skills in Adobe Photoshop, Adobe Illustrator, and Adobe InDesign software (in relation to best practices in the graphics industry).
2. Have an advanced understanding of raster graphics best practices ¿ includes aesthetics, technical skills, and production.
3. Have an advanced understanding of vector graphics best practices ¿ includes aesthetics, technical skills, and production.
4. Have an advanced understanding of layout and design best practices (such as composition, hierarchy, rules for layout, design concepts, and typographic terms and uses, etc) ¿ includes aesthetics, technical skills, and production.
5. Have an intermediate concept of mobile-to-desktop workflow and Augmented Reality (AR).
6. Have an understanding of interactivity created and implemented in Adobe InDesign.
7. Understand terminology used in the industry.
8. Discuss the importance of graphic applications and their impact on the graphics industry.
9. Discuss the ethical issues within the graphics industry.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted