

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER:	GRA 1100
COURSE TITLE:	Digital Media Survey
PREREQUISITE(S):	None
COREQUISITE(S):	None
CREDIT HOURS:	3
CONTACT HOURS/WEEK:	4
CONTACT HOUR BREAKDOWN:	
Lecture/Discussion:	3
Laboratory:	1 (Taught in Computer Classroom)
Other _____:	
FACULTY WORKLOAD POINTS:	3.7
STANDARDIZED CLASS SIZE ALLOCATION:	24
CATALOG COURSE DESCRIPTION:	
	An introductory survey into 2D design techniques, utilizing computer software programs to create projects investigating fundamental design concepts. The elements and principles of design will be explored, with an emphasis on structural composition, color theory, and typography. Hands-on techniques, college, and selected software will be used in the creation of various class projects. Four contact hours: three lecture hours, one laboratory hour. A.S.
SUGGESTED TEXT(S):	<u>Software Essentials for Graphic Designers</u> , Mark Gatter, Yale University Press, New Haven, CT, 2006.
IMPLEMENTATION DATE:	Fall Term, 1995 (961)
REVIEW OR MODIFICATION DATE:	Spring Term, 1998 (982) Fall Term, 2002 (20031) (changed from GRA 1800) Fall Term, 2005 (20061) Fall Term, 2008 (20091) - Outline Review 2007

COURSE TOPICS	CONTACT HOURS <u>PER TOPIC</u>
I. Hardware Options	8
A. Printers	(1)
B. Scanners	(1)
C. External Drives (Storage)	(1)
D. Hardware Systems	(1)
1. CPU (Central Processing Unit)	
2. The Keyboard	
3. The Mouse	
4. The Monitor (Display)	
5. Hard Disks	
6. Ports	
II. Software Options	22
A. Operating Systems	(2)
B. Vector Graphic	(4)
C. Raster Graphic	(4)
D. Print Publishing	(4)
E. Web Publishing	(4)
F. Multimedia (Animation)	(4)
III. Layout and Design Process	30
A. Elements and Principles of Design	(4)
B. Grid Structures	(4)
C. Typography	(2)
D. Color Theory	(2)
E. Interactive Design	(4)
F. Usability	(2)
G. Interface Design	(4)
H. Functionality	(4)
I. Implementation	(4)

PROGRAM TITLE: Graphic Design Technology

COURSE TITLE: Digital Media Survey

CIP NUMBER: 1650.040200

LIST PERFORMANCE STANDARD ADDRESSED:

NUMBER(S): TITLES(S):

01.0 DIFFERENTIATE BETWEEN VARIOUS MASS COMMUNICATION THEORIES--The student will be able to:

01.04 Interpret symbol usage.

03.0 MAINTAIN MULTI-MEDIA EQUIPMENT TO INDUSTRY STANDARDS--The student will be able to:

03.01 Demonstrate the proper care and handling of equipment used in multi-media.

03.02 Perform pre and post production routines for proper presentations.

03.03 Analyze equipment performance to meet industry standards.

07.0 DESIGN AND CREATE MATERIALS FOR MULTI-MEDIA PRESENTATIONS--The student will be able to:

07.01 Develop communication skills to assess and evaluate presentation goals.

07.02 Evaluate multi-media resources to achieve desired outcomes.

07.03 Demonstrate a proficiency in computer generated graphics for multi-media.

08.0 APPLY DESIGN THEORIES -- The student will be able to:

08.01 Create a design in black and white or color.

08.02 Create various mockups and dummies.

10.0 EVALUATE COMPUTER APPLICATION FOR MULTI-MEDIA PRESENTATION NEEDS--The student will be able to:

10.01 Demonstrate a basic proficiency with word processing software packages.

10.02 Design and produce a computer generated graphic.

10.03 Design and produce a computer generated desktop publication.

12.0 DEMONSTRATE APPROPRIATE COMMUNICATION SKILLS--The student will be able to:

12.03 Read and follow written and oral instructions.

12.04 Answer and ask questions coherently and concisely.

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S): TITLES(S):

15.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

15.02 Prepare and compile a work portfolio.

15.03 Identify acceptable work habits.

20.0 DEMONSTRATE CREATIVE USE OF TYPOGRAPHY -- The student will be able to:

20.02 Develop knowledge of type styles.

20.03 Demonstrate knowledge of typographical specifications.

20.04 Develop knowledge of type construction design.

20.05 Allow proper letters and line spaces for typesetting.

20.06 Develop working knowledge of type spacing.

24.0 APPLY COLOR THEORIES -- The student will be able to:

24.01 Use color for impact.

24.02 Apply color symbolically (psychology).

24.03 Develop knowledge of color theory.

24.04 Apply color theory and appropriate principles for use in design.

25.0 DESIGN INDUSTRY LEVEL PORTFOLIOS -- The student will be able to:

25.01 Demonstrate mounting and matting procedures.

25.02 Demonstrate industry presentation procedures and techniques.

25.03 Prepare industry level portfolios.

27.0 CREATE COMPUTER-AIDED LAYOUTS -- The student will be able to:

27.02 Create color graphics.

27.03 Create computer illustrations.



NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

<i>Section 1</i>	
COURSE PREFIX AND NUMBER: <u>GRA 1100</u>	SEMESTER CREDIT HOURS: <u>3</u>
COURSE TITLE: <u>Digital Media Survey</u>	

Section 2

TYPE OF COURSE: (Click on the box to check all that apply)

<input type="checkbox"/> AA Elective	<input checked="" type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input checked="" type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input checked="" type="checkbox"/> Technical Certificate
<input type="checkbox"/> Other _____		
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

Section 3 (If applicable)

INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:

<input type="checkbox"/> Communication	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

Section 4

INTELLECTUAL COMPETENCIES:

<input checked="" type="checkbox"/> Reading	<input type="checkbox"/> Speaking	<input type="checkbox"/> Critical Analysis	<input type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
<input checked="" type="checkbox"/> Writing	<input checked="" type="checkbox"/> Listening	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Ethical Judgment	<input checked="" type="checkbox"/> Working Collaboratively

<i>Section 5</i>	
LEARNING OUTCOMES	METHOD OF ASSESSMENT
• Identify basic digital media file formats	class projects, quizzes, tests, observation
• Identify basic digital media software	class projects, quizzes, tests, observation
• Perform basic digital media software techniques	class projects, observation
• Identify basic design principles	quizzes and tests
• Develop basic design principle skills	class projects, observation
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Section 6

Name of Person Completing This Form: Michael Nuetzel Date: 9/19/2007