



## **Bachelor of Applied Arts (Media Studies) Diploma in Media Communications**

**Winter 2021  
Section(s): 03 & 04  
MDST 2070: Digital Design I**

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### **Instructional Support**

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### **Course Details**

<b>Pre-requisites:</b>	MDST*1030
<b>Co-requisites:</b>	None
<b>Restrictions:</b>	None
<b>Credits:</b>	0.50
<b>Course Website (If applicable):</b>	<a href="http://www.onlineguelphhumber.ca/">http://www.onlineguelphhumber.ca/</a>
<b>Method of Delivery:</b>	2-2 (Lecture/Lab)

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### **Calendar Description**

This course introduces students to the current tools used in the development of visual design and develops skills in practical manipulation of these applications for both journalism and public relations. The course also develops skills in research and critical analysis related to culturally-based communication in local, national and international contexts.

## **Course Learning Outcomes**

On completion of this course the student will be able to:

1. Develop effective and culturally relevant publication, presentation and website design using Adobe Illustrator, Adobe Photoshop, and Adobe InDesign.
2. Analyze the colour, form, composition, genre, signs, target market, subtle messages, cultural assumptions, and power behind a given design using appropriate language and cultural references.
3. Understand the role of design as a cultural and social artefact.
4. Determine the social meaning and relevance of a given design.
5. Present a design project using descriptive and clear language.
6. Demonstrate a critical understanding in application of social semiotics.

## **Learning Resources**

### **Required Textbook(s)**

**Title:** The Non Designer's Design Book  
**Author:** Robin Williams  
**Edition:** Fourth Edition  
**ISBN:** PeachPit Press  
**Publisher:** 3: 978-0-321-53404-0

## Course Schedule

Lesson/ Week	Topic	Readings/Activities
1	Illustrator: Introduction to Illustrator CC Tools, palettes, selections, basic drawing and painting. Inclass: Outlining Type Properly Homework: Come up with your Alter Ego name	Lecture / Lab Read Pgs. 11-32 Read Pgs. 85-94
2	Illustrator: Shapes, Lines, Gradations, Pathfinder, layers Inclass: Basic Shapes and Lines Assignment Project 1 Alter Ego Wordmark and Logo Assigned Homework; Write about your Alter Ego; background and description	Lecture / Lab Read Pgs. 95-112
3	Illustrator: Pen, Scissor, Colour, File Formats Inclass: Pear Assignment Homework: Alter Ego Wordmark and Logo	Lecture / Lab Read Pgs. 214-218
4	Illustrator: Working with Templates and Layers Inclass: Work on Project 1	Lecture / Lab
5	Project 1 Due Photoshop: Introduction to Photoshop Selecting sections, cropping, colour , working with type Inclass: Melon + Veggie Head Assignment Project 2 Create your Alter Ego using original photography.	Lecture / Lab
<b>Winter Break</b>		<b>Winter Break</b>
6	Photoshop: Colour theory - RGB, CMYK. Colour correction. Change picture sizes, adding gradations and drop shadow effects. Inclass: Hawaii Island Paradise and editing a family photo (extra credit)	Lecture / Lab
7	Photoshop: Colour Correcting and photo retouching and refine edge. Creating Contact Sheets Inclass: Photo retouch Girl Homework: 6 Images - create 6 different manipulationst to one image.	Lecture / Lab
8	Photoshop: Inclass time to work on 6 Images due by end of class. Work on Project 2	Lecture / Lab
9	InDesign: Introduction to InDesign. Workspace, tools, palettes, procedures Inclass: Importing images, basic layout design applied to business cards Homework: Design 2 layouts of business cards using your wordmark and logo of your alter ego. Project 3 Alter Ego Magazine Layout assigned	Lecture / Lab Read Pgs. 33-54

Lesson/ Week	Topic	Readings/Activities
10	InDesign: Text linking, multiple page layouts, master pages, Drop Caps, style sheets, working with images Inclass: 6 page book exercise. Homework: Research magazines, gather all images to use and write your copy for Project 3	Lecture / Lab Read Pgs. 55-94
11	InDesign: Applying all principles into magazine layout Inclass: Work on Project 3	Lecture / Lab Read Pgs. 113-190
12	InDesign: Applying all principles into magazine layout Project 3 due at end of class.	Lecture / Lab
<b>Final Exam (to be scheduled within final exam period)</b>		

## Evaluation and Due Dates

Evaluation	Weighted Total (of final grade)	Due Date
Inclass Exercises	40	TBA
Illustrator Project	20	Week of February 8th
Photoshop Project	20	Week of March 8th
InDesign Projects	20	Week of March 29th
<b>Total:</b>	<b>100%</b>	

**NOTE:** All final exams are 2 hours in length and will be scheduled by Registrarial Services. [All final exam schedules are available on the University of Guelph-Humber website.](#)

## Assignment Details

See documentation distributed by instructor.

## Late Assignment Policy

Late assignments and projects will be penalized 10% per day (including weekends), for late assignments. After one week, it will not be accepted, unless an arrangement has been made with the instructor. After the period of 7 days no assignments or projects will be accepted.

## Drop Box Policy

If late submissions are permitted by the late policy of this course outline, such assignments must be electronically submitted after the due date through the Drop Box on the course website.

## Plagiarism Detection Software

**NOTE: The University of Guelph-Humber Undergraduate Calendar states:**

*“Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.”*

Accordingly, instructors may decide to use originality checking services, such as Turnitin.com, to ensure that submitted work conforms to the university’s Academic Misconduct policy. The instructor will notify students of such a requirement in advance. More information on Academic Misconduct is included below in this outline.

### Turnitin

In this course, your instructor may use Turnitin, integrated with the CourseLink **Dropbox** tool, to detect possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph.

All individual assignments submitted to the **Dropbox** tool will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

A major benefit of using Turnitin is that you will be able to educate and empower yourself in preventing academic misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able to see and print reports that show you exactly where you have properly and improperly referenced the outside sources and materials in your assignment.

The Turnitin tool is used in this course and is integrated with the **Dropbox** tool. To learn more about [Turnitin’s privacy pledge](#) and [Turnitin’s commitment to accessibility](#), please visit their website.

[http://turnitin.com/en\\_us/about-us/privacy](http://turnitin.com/en_us/about-us/privacy)

[http://turnitin.com/en\\_us/about-us/accessibility](http://turnitin.com/en_us/about-us/accessibility)

### Recording of Materials

Presentations which are made in relation to course work—including lectures—should not be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

# Academic Policies

## Important University of Guelph-Humber Academic Regulations

### **Academic Integrity / Academic Honesty**

Academic misconduct is behaviour that erodes the basis of mutual trust on which scholarly exchanges commonly rest, undermines the University's exercise of its responsibility to evaluate students' academic achievements, or restricts the University's ability to accomplish its learning objectives.

The University takes a serious view of academic misconduct and will severely penalize students, faculty and staff who are found guilty of offences associated with misappropriation of others' work, misrepresentation of personal performance and fraud, improper access to scholarly resources, and obstructing others in pursuit of their academic endeavours. In addition to this policy, the University has adopted a number of policies that govern such offences, including the policies on Misconduct in Research and Scholarship and the Student Rights and Responsibilities regulations. These policies will be strictly enforced.

It is the responsibility of the University, its faculty, students and staff to be aware of what constitutes academic misconduct and to do as much as possible through establishment and use of policies and preventive procedures to limit the likelihood of offences occurring. Furthermore, individual members of the University community have the specific responsibility of initiating appropriate action in all instances where academic misconduct is believed to have taken place. This responsibility includes reporting such offences when they occur and making one's disapproval of such behaviour obvious.

University of Guelph-Humber students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students should also be aware that if they find their academic performance affected by medical, psychological or compassionate circumstances, they should inform the appropriate individuals, (instructors, Academic Advisor) and follow the available procedures for academic consideration outlined in the University's calendar.

[Students are encouraged to review the policy, as stated within the University of Guelph-Humber Undergraduate Calendar.](#)

### **Grading Procedures**

Feedback to students on work completed or in progress is an integral part of teaching and learning in that it allows students to measure their understanding of material and their progress on learning objectives. Feedback often goes beyond grading-an indication of the standard achieved-to include comments on the particular strengths and weaknesses of a student's performance. While the nature and frequency of such feedback will vary with the course, the University of Guelph is committed to providing students with appropriate and timely feedback on their work. ***Instructors must provide meaningful and constructive feedback, reflecting a minimum of 20% of the final grade, prior to the 40<sup>th</sup> class day.*** This may include but is not

exclusive to returning papers, assignments, in-class or laboratory quizzes, laboratory reports, or mid-term examinations prior to the 40th class day. In research and independent study courses, instructors must provide students with a realistic idea of their performance by discussing progress directly with the student and, if necessary, identify specific areas for improvement. This may include the assessment of a research plan, literature review, annotated bibliography, oral presentation or other assessment tools.

## **Missed Final Exams / Deferred Privileges**

When students do not write a required final examination, complete a final assignment, or complete a work term report prior to the last class date, they must request Academic Consideration to be considered for a deferred privilege. When granted, a deferred privilege allows a student the opportunity to complete the final course requirements after the end of the semester, but during established timelines.

Please note that faculty members do not grant deferred privileges. Faculty can only grant academic consideration for work that is due during the semester and cannot grant extensions beyond their deadline for submission of final grades.

The nature of the deferred privilege may take the form of either a deferred condition or a deferred examination. The Admissions and Academic Review Sub-Committee grants deferred privileges on the basis of **medical**, **psychological** or **compassionate** consideration. Please see your Admission and Program advisor for details.

It is the student's responsibility to be familiar with the University's policies and Academic Regulations. [These policies can be found on the University of Guelph-Humber website.](#)

## **Disclaimer**

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website [<https://www.guelphhumber.ca/fall-covid-info>] and circulated by email.

## **Illness**

The University will not require verification of illness (doctor's notes) for the fall 2020 or winter 2021 semesters.

## **Appendix A**

The theme of using a student's Alter Ego is used to learn the principles of design and apply them using each of the different Creative Suite programs. The Alter Ego can be fictitious or a real part of themselves.

In Adobe Illustrator, the student will be designing a symbol and a wordmark for their alter ego.

In Adobe Photoshop, the student will become their alter ego by manipulating a photograph of themselves.

Finally using InDesign the students will be designing their business cards as well as a two page magazine layout in which they must write the copy, use their symbol, wordmark and alter ego image in the layout.