



DSGN 228 - Introduction to Visual Design

Description

This is an introductory course covering design theory, the production of media, and the use of production hardware and software tools. Learners will become familiar with bitmap and vector graphics, digital photography, typography and print media tools and techniques.

3 Credits

Time Guidelines

The standard instructional time for this course is 75 hours.

Course Assessment

Assignments	35%
Projects	65%
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Total	100%

Use of Turnitin

The instructor may submit student work in this course to Turnitin's test-matching software program, to help assess the academic integrity of student work in this course. Turnitin results may be considered as one piece of evidence in academic misconduct hearings. Turnitin is an American company that keeps no unencrypted student identity data in the United States unless the students themselves choose to share this information in their submission. Students should limit their sharing of personally identifiable information by not including their names and student ID numbers within the text body of submitted assignments. SAIT has carefully reviewed this company's data management procedures.

Course Learning Outcomes

1. Manage design file types.

Objectives:

- 1.1 Compare file type functionality.
- 1.2 Compare the uses of colour space.
- 1.3 Describe the properties of various design-based file types.
- 1.4 Apply file and folder organization best practices.

2. Apply copyright principles.

Objectives:

- 2.1 Describe intellectual property.
- 2.2 Demonstrate how to attribute copyrighted work.
- 2.3 Apply metadata to image files.

3. Create solutions using core design concepts.

Objectives:

- 3.1 Analyze design principles.
- 3.2 Evaluate typography.
- 3.3 Recommend visual design improvements to address accessibility issues.
- 3.4 Demonstrate technical ability using design-based applications
- 3.5 Incorporate design concepts into solutions.

4. Develop a portfolio collection.

Objectives:

- 4.1 Choose a method of brainstorming ideas.
- 4.2 Present design rationale based on criteria and objectives.
- 4.3 Analyze designs based on criteria and objectives
- 4.4 Employ effective feedback techniques.
- 4.5 Analyze feedback from an objective, logical standpoint.
- 4.6 Adapt designs based on feedback.

5. Integrate historical design techniques into modern solutions.

Objectives:

- 5.1 Evaluate the application of historic and timeless design styles.
- 5.2 Analyze current design trends.
- 5.3 Incorporate timeless design elements to extend the lifespan of a design.

SAIT Policies and Procedures:

For information on the SAIT Grading Scale, please visit policy AC 3.1.1 Grading Progression Procedure, found on the SAIT Academic Policies and Procedures page: <https://www.sait.ca/about-sait/administration/policies-and-procedures>

For information on SAIT Academic Policies, please visit: www.sait.ca/about-sait/administration/policies-and-procedures/academic-student

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