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Participation:

Be on time and ready to learn. Every class will provide practical techniques, skills and information for you to be successful in class. Many of the programs we learn are complex programs and take time to learn. You will need most of class time to learn what you need to complete your projects on time. If you miss in class instruction it is your responsibility to make it up on your own time. Grades are given weekly for effort and participation in classroom projects.

Concepts and Big Ideas:

Manipulating images
 Advanced Software for
 Adobe Photoshop, and Illustrator
 and Graphic Design
 Projects for uses in Job Field
 File Formats

Course Description:

Advanced Digital Design uses the Adobe Creative Suite software, which includes Photoshop, InDesign and Illustrator to create advanced graphic documents. Advanced style and techniques will be used throughout the layout and design process. The design process will be explored further, and students will be given more challenging graphic tasks and assignments which will include logo design. Activities call for students to apply problem solving methodology to analyze and formulate real world solutions. Career options will be explored in the fields of Marketing, Advertising, and Graphic Design.

Course Goals and Outcomes:

- *Identify and use the Elements and Principles of Design in a decisive fashion.
- *Identify the numerous careers which are available.
- *Evaluate designs (your work and others) for audience, meaning and effectiveness.
- *Use typography effectively in a design.
- *Utilize Adobe InDesign to create publications such as advertisements and brochures.
- *Utilize Adobe Illustrator to create vector images to be used for company logos, promotional uses or personal work, both in print and digital form
- *Explore the field of Marketing, Social Media and Advertising
- *Create an e-portfolio

Course Objectives:

You will produce and exhibit a quality body of work demonstrating your understanding of digital media concepts and tools studied. You will demonstrate your understanding of planning, and production in a variety of file formats, and evaluation through written and oral forms.