

# MVCC Program Control Document

## Certificate Digital Design

### Prologue

Students who complete this certificate will be trained for and will find entry-level employment in design studios, freelance agencies, service bureaus, publishing companies, public relations firms, media production studios, advertising agencies and other applied arts-related firms, as well as in-house art departments of manufacturing industries, retail firms, and news agencies.

This program is designed for students who have earned a degree previously or who can prove substantial work experience in the graphic arts.

### Typical Job Title/s

Digital Artist, Digital Illustrator, Graphic Designer, Creative Designer, Page Layout Designer, Desktop Publishing Designer, Digital Retoucher/Image Editor, Freelance artist/Designer, Art Production Assistant, Prepress Artist/Designer, Web Page Designer

### Typical Job Description/s

Plan, design, create, adjust, touch-up computer-generated art, logos, illustrations, images, graphs, charts, diagrams, etc. for books, magazines, newsletters, pamphlets, brochures, catalogs, menus, posters, calendars, labels, packaging, letterheads, advertisements, reports, manuals, marketing/publicity materials and web sites.

### Primary Job Entry-level Tasks

- operate computer graphics workstations and peripherals
- scan and otherwise input images into digital format
- produce hardcopy output from various types of printers
- create and manipulate vector and raster graphic images
- utilize basic traditional drawing and photographic skills
- apply traditional principles of design to enhance visual communication
- produce visually effective/appealing art and design products
- layout pages for publication, aesthetically integrating both text and images
- produce camera-ready art, roughs and comprehensives, color separation output
- create web page designs
- develop themes, content and message into visual communication
- work with employers and customers/clients in planning and developing projects

## Digital Design Technical Skills

Program Graduates will—

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|------|---|--|
| 1.01 | have a working knowledge of a typical computer graphics workstation in terms of hardware, operating system, interface, and computer graphics application software basic operations  | ART 116, 146, 165, 182, 184, 186, 246, 248 |
| 1.02 | have a firm knowledge and understanding of the theoretical nature and practical applications of vector (object-oriented) versus raster (bit-mapped) graphic images.   | ART 146, 182, 184, 186, 246                |
| 1.03 | have the ability to import and insert images via opaque and transparent scanning, video capture, Web download, digital photography, and digital stock image sources   | ART 116, 146, 165, 182, 184, 186, 246, 248 |
| 1.04 | have a knowledge of and an ability to utilize tools and techniques appropriate for creating and manipulating raster (bit-mapped) images, namely: digital paintbrushes, pencils, pens, erasers, hoses, airbrushes, masks, maps, filters, friskets, cropping, anti-aliasing, smudge, burning, wash, dodge, etc.                         | ART 146, 184, 246                          |
| 1.05 | have a knowledge of and an ability to utilize tools and techniques appropriate for creating and manipulating vector (object-oriented) images and line art, namely: shapes, lines, patterns, fills, strokes, blends, paths, points, handles, Bézier curves, auto-traces, alignments, groupings, rotations, scaling, skews, warps, etc. | ART 116, 146, 182, 246                     |
| 1.06 | have a knowledge of and an ability to utilize tools and techniques of typography, namely font types, families, styles, weights, sizes, fills, blends, paths, textures, outlines, kerning, leading tracking, justification, etc., as well as the manipulation of fonts as graphic images.  | ART 146, 186, 246, 248                     |
| 1.07 | have a knowledge of and an ability to utilize color/grayscale palettes, swatches, and Pantone palettes for both matching colors/shades, as well as for creating custom tints, with distinction between RGB (additive) vs. CMYK (subtractive) color display/production   | ART 116, 146, 182, 184, 186, 246           |
| 1.08 | have a knowledge of and an ability to effectively utilize software adjustment/correction controls for grayscale and color images in terms of brightness, contrast, balance, tint, shading, saturation, transparency, opacity, etc., for both spot and process color   | ART 116, 146, 182, 184, 186, 246           |
| 1.09 | have a knowledge of and an ability to work with layers and channels with both vector (object-oriented) and raster (bit-mapped) graphic images   | ART 116, 46, 182, 184, 186, 246            |
| 1.10 | have a knowledge of and an ability to utilize page-layout tools and techniques, namely style sheets, templates, master pages, libraries, pasteboards, keylines, objects, text boxes, image boxes, frames, grids, guides, rulers, linking, croppings, text-wrapping  | ART 116, 146, 186, 246                     |
| 1.11 | have understanding of and ability to create, edit, and adjust layouts of pages, margins, columns, headers, footers, text and image blocks, gutters, borders, sidebars, drop shadows, initial caps, bullets, tables, etc.  | ART 116, 146, 186, 246                     |
| 1.12 | have knowledge of and ability to apply software “plug-in” tools to filter, transform, manipulate, mask, blur, sharpen, distort, posterize, stylize, etc., graphic images to achieve effective special effects   | ART 182, 184, 246                          |
| 1.13 | have knowledge of and ability to prepare graphic images for local output to various printing media (laser, inkjet) as well as for output by service bureaus, with appropriate considerations for resolution, halftoning, line screens, dot gains, color separations, trapping, bleeds, etc.   | ART 116, 146, 180, 182, 184, 186, 246      |

1.14	have knowledge of and ability to utilize various printing media (laser, inkjet) in the hardcopy production of high quality images and text, in black-and-white, grayscale, and color	ART 116, 146, 182, 184, 186, 246
1.15	have knowledge of and ability to open, save, translate, and convert a variety of standard image and font file formats (Postscript, Truetype, EPS, PDF, TIFF, RIFF, PICT, GIFF, JPEG, etc., and various proprietary formats) with an understanding of the advantages and disadvantages of each	ART 116, 146, 182, 184, 186, 246
1.16	have knowledge of and ability to utilize industry standard software for digital imaging, illustration, painting, page layout and interface design	ART 116, 146, 182, 184, 186, 246, 248
1.17	have the ability to integrate vector/raster images, and patterns, textures, with typographical elements—utilizing digital layout technologies, and applying appropriate artistic and design principles—to achieve effective communication gestalt (has visual interest and impact, is legible, has clear focus, captures essence of content, evokes proper mood/ response, targets proper audience, etc.)	ART 116, 146, 182, 184, 186, 246, 248
1.18	have knowledge of and ability to aesthetically integrate principles of design, typography, and image maps into an online space so as to provide visual interest and expressively reinforce content	ART 246, 248
1.19	have knowledge of and ability to utilize basic navigation, as well as planning/development processes for establishing and maintaining well-designed online presence	ART 246, 248

## Basic Art/Design Skills

Program Graduates will—

2.01	have a knowledge of and ability to apply basic photographic concepts of lighting, framing, composition, focus, as well as techniques involving capture, processing, adjusting, and printing images, via digital means	ART 165
2.02	have a knowledge of and ability to apply form, shape, plane, space, volume, surface, texture, pattern, color, etc. to two-dimensional design principles of unity, variety, balance, tension, composition, and order to achieve desire expressive ends appropriate to content, audience, and medium	ART 101, 104, 116, 118, 146, 246
2.03	have a knowledge of and ability to apply basic light and color theory (both additive and subtractive aspects of hue, value, saturation), to achieve desired aesthetic, psychological, and expressive ends	ART 116, 118, 146, 246
2.04	have ability to objectively and knowledgeably critique (both orally and in writing) works of art and design, including products of their own creation	ART all studio classes
2.05	have a knowledge of and aesthetic sensitivity towards the nature of artistry, design and craftsmanship, including its traditions and historical evolution	ART all studio classes

## Interpersonal Skills

Program Graduates will—

- |      |  |     |                    |
|------|--|-----|--------------------|
| 3.01 | have a knowledge of and an ability to utilize basic techniques of effective interpersonal and intergroup communication                                   | ART | all studio classes |
| 3.02 | have an awareness and sensitivity towards interpersonal and intergroup relationships in the workplace environment, involving respect, tolerance and tact | ART | all studio classes |
| 3.03 | demonstrate consistent professional and courteous behavior in interacting with superiors, colleagues, and clients  | ART | all studio classes |
| 3.04 | have an ability to engage in cooperative and collaborative efforts to achieve consensus and teamwork in producing mutually satisfying aesthetic products | ART | all studio classes |