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| **Digital Design** | | | |
|  | | **There are no outside requirements for these courses** |
| **Main Topics**  Imagine seeing the world without words or images. Everything you see has been carefully designed to inform, persuade or even entertain you. Graphic design is the process of organizing and composing words and images to create a message. The purpose of the Digital Design courses is to give you the graphic design tools needed to find your (artistic) “Voice" to convey your own message. In these engaging technology-based courses you will gain an understanding of technical devices for digital production of graphic designs. Students will learn digital design concepts through the use of graphic, multimedia, and animation design software programs and hardware. | **Rationale**  The Digital Design program makes it possible for highly motivated high school students to develop skills required for careers in the digital publishing industry.  Students will participate in work-based learning experiences in a digital publishing environment. | **Career Pathway**  Students will build a career in graphic design, web design and video production.  The purpose of this program is to prepare students for employment in the Digital Design industry as Information Technology Assistants, Production Assistants, Digital Assistant Designers, Graphic Designers, and Multimedia Designers. |
| **Grade Composition**  • GMetrix Training/Test  • Industry Certification Exam  • Tutorials in online textbook  • Major Projects  • Mini Lessons | **Skill Development**  Student will learn digital media and design skills to showcase their artistic abilities.  Students will gain skills needed for success in graphic design and branding, web animation and multimedia design, screen printing and 2-D/3-D product design. In these courses, students will design and create original products. They will print the custom designs on t- shirts, hoodies, etc. for themselves, clubs, sports, gifts, and local businesses.  Adobe Certified Professional is the industry-recognized certification that demonstrates mastery of Adobe Creative Cloud software and must-have knowledge for digital media careers. Each 50 minute exam is integrated with an Adobe application and designed by experts, allowing for an authentic assessment of job-ready skills.  **Adobe Certified Professional in Visual Design** = Photoshop (required) + Illustrator or InDesign  **Adobe Certified Professional in Video Design** = Premiere Pro (required) + Photoshop or After Effects  **Adobe Certified Professional in Web Design** = Dreamweaver (required) + Animate or Photoshop | **Sample Textbook Excerpt:** **Adobe® Photoshop Creative Cloud Revealed, 2nd Edition , 2nd Edition**Creating a Double Emboss Effect Layer styles are a lot of fun, and they produce interesting and useful effects. But at some point, you’re bound to feel that you’re not really creating artwork with a layer style, because the result is something anyone could achieve by dragging the sliders to the same settings you did. That is the truth about layer styles—they are canned effects, manufactured by Adobe Systems and packaged with the program. As a designer, it’s your job to see past this built-in limitation of layer styles and figure out how to create unique artwork with these effects. The key to doing so is to work with many layer styles, combining them in inspired and insightful ways to produce artwork that is unexpected and brand-new.  One way you can achieve this is by duplicating artwork and applying different layer styles that work together to create one visual effect. A double emboss effect is achieved by creating two copies of the text. One copy has an outer bevel, and the other has an inner bevel. The result appears to be one block of type with a complex bevel and emboss effect. Apply a Bevel & Emboss Layer Style to Type  1. 1Open PS 4-2.psd, then save it as **Bevel & Emboss**. 2. 2Click the **HEADLINE layer** on the Layers panel, click **Layer** on the menu bar, point to **Layer Style**, then click **Bevel & Emboss**.   The Layer Style dialog box opens with the default Bevel & Emboss settings selected.  3Set the **Style** to **Emboss**, set the **Technique** to **Smooth**, then set the **Depth** to **100%**.  4Set the **Size** to **24 px**, set the **Soften value** to **0 px**, then click **OK**.  Your canvas should resemble [Figure 8](javascript://).  **Bevel & Emboss Effect** |
| **Required Skills:**  **Adobe Photoshop Domain objectives** **Working in the Design Industry** This objective covers critical concepts related to working with colleagues and clients as well as crucial legal, technical, and design-related knowledge.   1. **Project Setup and Interface**   This objective covers the interface setup and program settings that assist in an efficient and effective workflow, as well as knowledge about ingesting digital assets for a project.   1. **Organizing Documents**   This objective covers document structure such as layers and managing document structure for efficient workflows.   1. **Creating and Modifying Visual Elements**   This objective covers core tools and functionality of the application, as well as tools that affect the visual outcome of the document.   1. **Publishing Digital Media**   This objective covers saving and exporting documents or assets within individual layers or selections. |