COURSE OUTLINE
Introduction to Digital Design

Course Description
ID 100. Introduction to Digital Design. 3 credit hours. This course will enable the student to edit and utilize premade assets to create, print, and deploy various types of information graphics, invitations, videos and other types of media. The student will utilize a broad variety of digital design apps in the editing and creation process. The student will create various graphical assets utilizing the Adobe Suite.

Required Materials
For complete material(s) information, refer to https://bookstore.butlercc.edu

Butler-Assessed Outcomes
The intention is for the student to be able to do the following:
1. Edit premade assets.
2. Utilize premade assets.
3. Utilize apps within the Adobe Suite at a beginning level.

Learning PACT Skills that will be developed and documented in this course
Through involvement in this course, the student will develop ability in the following PACT skill area(s):
Technology Skills
- Discipline-specific technology - Through the preparation of assigned projects, the student will develop specific skills using design and production software.

Major Summative Assessment Task(s)
These Butler-assessed Outcome(s) and Learning PACT skill(s) will be demonstrated by the following:
1. Designing and creating specified projects that demonstrate the ability to apply graphic and media design principles to the creation of digital media as it pertains to graphical creation and alteration using the Adobe Suite.
2. Completing a final project that demonstrates the ability to utilize the Adobe Suite to communicate using different means.

Learning Units
I. Adobe Express
    A. Opening Express
    B. Browser compatibility
    C. Features
    D. Menu
    E. Templates

II. Document creation
    A. Types of documents
    B. From scratch
    C. From a template
    D. Save a custom template

III. Photographs
    A. Editing
    B. Converting
    C. Output types
    D. Generative fill

IV. Video
    A. Types of video output
    B. From scratch
    C. From templates
    D. Quick Actions
    E. Editing

V. Marketing
    A. Marketing types
        1. Posters
        2. Flyers
        3. Business cards
        4. Invitations
        5. Others
    B. From scratch
    C. From templates
    D. Quick Actions

VI. Social media
    A. Types of social media posting
    B. From scratch
    C. From templates
    D. Scheduling
    E. Quick Actions

VII. Special features of Express

Learning Activities
Learning activities will be assigned to assist the student in achieving the intended
Learning outcome(s) through any of the following: lectures, class discussions, team
research, individual research, readings, tutorials and study materials, quizzes, tests,
and other activities at the discretion of the instructor. These activities may be face-to-
face or online.

Grade Determination
The student will be graded on the learning activities and assessment tasks. Grade determinants may include the following: class participation, projects, team and individual participation, research assignments, quizzes, tests, and other methods of evaluation at the discretion of the instructor.