



# C-ID Descriptor

## Introduction to Digital Design Principles

### Descriptor Details

- **Descriptor Title:** Introduction to Digital Design Principles
- **C-ID Number:** 110
- **Suffix:**
  - Community College Use Only (X)
- **Units:** 3
- **Hours:** 0000
- **Date of Last Revision:** 2/26/2025 04:41:42 PM GMT+0000

### General Description

This course prepares students pursuing a career in digital media by introducing principles and elements of visual design, concept development, the creative design process, production, presentation techniques, and storytelling.

Topics include: Fundamental studies in the history, theories, techniques, and practices of professional graphic design, developing digital media design projects for traditional and emerging technologies.

### Prerequisites

none

### Corequisites

none

## **Advisories**

none

## **Content**

Students develop conceptual and technical abilities to amplify content through composition, image, typography, symbolism and experimentation. Emphasis will be placed on the design process – the application of basic design principles to graphic design problems in visual communications. Design solutions will explore the potential of strategy, concept, storytelling, and design utilizing composition, layout, illustration, photography, typography, and symbols. Exercises and projects emphasize the different aspects of analytical and creative design.

## **Lab Activities**

No information provided

## **Objectives**

*At the conclusion of this course, the student should be able to:*

- Conceptualize content through composition
- Understand the design process
- Apply basic design principles in creating content
- Know how design elements create content
- Use storytelling as a means to digital media solution

## **Evaluation Methods**

Project-based, critiques, and objective assessments.

## **Textbooks**

*Guide to Graphic Design* by Scott W. Santoro