



University of California
San Diego Extension

CERTIFICATE PROGRAM BENEFITS

- Hands-On Training
- Industry Experienced Instructors
- Courses that are aligned with professional trends and standards
- Portfolio Development and Review

SPECIALIZED CERTIFICATE IN

Digital Design

This certificate program is designed for individuals desiring to develop their visual communication skills through the implementation of graphics and digital media. The digital graphic design field today has been erroneously interpreted to mean “learning software programs and computer operations”. In actuality, today’s successful professionals blend their knowledge of design and technology for the development of publication layouts, web page designs and interactive media projects.

The Specialized Certificate in Digital Design creates a learning interface between both computer technology and techniques of graphic and visual communication. This program’s focus is on the effectiveness of graphic design methodologies, including the design process, psychology of design, output production, and presentation.

PREREQUISITE COURSE (3 units)

- Digital Media (ART-40206) 3 units

REQUIRED COURSES (13 units)

- Digital Design Essentials A (ART-40092) 2 units
- Digital Design Essentials B (ART-40103) 2 units
- Digital Imaging 1: Adobe PhotoShop 1A (ART-40117) 3 units
- Adobe Illustrator: Introduction (ART-40114) 3 units
- Adobe InDesign (ART-40102), or
QuarkXpress (ART-40116) 3 units

Portfolio Review by Advisory Committee



Digital Design

COURSE DESCRIPTIONS

PREREQUISITE COURSE

Digital Media (ART-40206)

3 units

This course provides designers, artists, and those entering the field of graphic design for publication layout, web design, and interactive multimedia with a comprehensive overview of how computers and graphic design principles interface. Students begin by learning computer terminology, file management and design criteria as they relate to digital media and visual communication. The class will focus on five main topical areas: the design process, digital imaging (Photoshop); digital illustration (Illustrator); page layout and presentation (InDesign/QuarkXPress); and technology and interactive media.

NOTE prerequisite: Basic MAC or PC experience.

REQUIRED COURSES

Digital Design Essentials A

(ART-40092) 2 units

This course introduces students to the principles of gestalt-graphic unification through pattern seeking. This valuable approach to organizing elements in a design layout, whether it is a printed publication, or a web page layout is critical to establishing a basis for making sound design decisions. Students will be introduced to the seven principles of perspective development. In addition, this course explores the digital properties of typography and color theory as it relates to screen, web and printed publications. Finished student projects will be reviewed and evaluated through a critical evaluation process.

NOTE prerequisite: "Digital Media" (ART-40206) or department approval.

Digital Design Essentials B

(ART-40103) 2 units

This course is a continuation of "Digital Design Essentials A" (ART-40092). Students will explore advanced applications of typography and color to improve upon their effective visual communication. In addition, the properties of paper are evaluated as to how they affect the outcome of printed publications from an aesthetic and technical standpoint. Design projects will be developed working with real-time clients with specific marketing needs. Upon completion of both Design A and B, students will have several projects to be included in their portfolios, ready for review at the completion of the Digital Design certificate.

NOTE prerequisite: "Digital Design Essentials A" (ART-40092) or department approval.

Digital Imaging 1: PhotoShop 1A

(ART-40117) 3 units

This course introduces the photographic capabilities of computers and provides instruction in scanning color and black-and-white images. Using Adobe PhotoShop software, students learn to perform all the manipulations that were previously possible only in the darkroom and practice experimenting with aspects of image making that are possible only on a computer. *NOTE prerequisite:* "Digital Media" (ART-40206) or department approval.

Adobe Illustrator: Introduction

(ART-40114) 3 units

This course introduces students to Illustrator, one of the leading graphic arts postscript illustration programs. Topics include working with Bezier curves, line/fill, type, layers, color and grids. By the end of the course students will have a working knowledge of this application and how it interfaces with other graphics applications.

NOTE prerequisite: "Digital Media" (ART-40206) or equivalent knowledge.

Adobe InDesign (ART-40102) or QuarkXpress

(ART-40116) 3 units

Working knowledge of a comprehensive page layout program for the development of publication, and preliminary Webpage designs is critical for the successful Digital Designer. Adobe InDesign and/or QuarkXpress have become the leading page layout programs due to their flawless interface with the programs of Photoshop and Illustrator. Students will learn the comprehensive array of features, including graphics and text manipulation, color tints, prepress-separation capability, and a variety of add-on extensions that allows the graphic designer to customize their designs. Demonstrations help participants learn a systematic approach for creating page layouts. Page layout projects are developed to be included in the portfolio review requirement at the conclusion of the Digital Design certificate program. *NOTE prerequisite:* "Digital Media" (ART-40206) or department approval.