Course title:	**DIGITAL IMAGING AND DESIGN**	
Course code:	AAVC233	
Type of course:	Required	
Level of course:	Bachelor	
Year of study:	1st	
Semester when the course is delivered:	2nd	
Prerequisites:	None	
Number of ECTS credits allocated :	5	
Hours:	2	
Name of lecturer(s):	Ms Christiana Constantinou	art.cc@frederick.ac.cy
Learning outcomes of the course:	Upon completion of the course, students should be able:	
	1. to demonstrate an acute knowledge of IT technologies in relation to the area of graphic design;	
	2. to demonstrate skills and competences characterized by harmony and functionality between design and technology, moving from the traditional art and design boards to a contemporary art and design methodology;	
	3. to communicate ideas through creative expression in graphic art;	
	4. to understand the possibilities of pixel-based graphics and have the capacity to work and experiment with image manipulation and operate scanning, printing and other output applications.	
Course content:	• **Introduction to image manipulation** Introduction to image manipulation and use scanning, printing and other output applications. • **Introduction to Photoshop/ Graphic design applications** The computer as a tool for finalizing projects. The use of computer on projects in conjunction with other courses. • **Digital Composition** The computer as a powerful tool in design. Test ideas in visual communication through the process of practicing.	
Essential Reading:	Adobe Photoshop CC Classroom in a Book; 2017 Adobe Press Adobe Photoshop Creative Cloud 2017; CreateSpace Independent Publishing Platform	
Recommended and/or required reading:	- Adobe Lightroom CC and Photoshop CC for Photographers Classroom in a Book; 2016 Adobe Press - Design for Motion: Fundamentals and Techniques of Motion Design; 2015, Austin Shaw	
References:	**Visual contemporary references on magazines and web blogs as:** Computer Arts, Print, Arts Project, Advanced Photoshop Creative Review, +design, Grafik, Eye, Wallpaper, The Face, Wired, Creative Review www.adobe.com www.layersmagazine.com www.formfiftyfive.com www.smashingmagazine.com www.photoshopcreative.co.uk	
Planned learning activities and teaching methods:	Illustrated lectures that address the theory of electronic imaging and are supported by practical demonstrations in which the information imparted is put into practice. Demonstrations are used to provide examples of good practice. Practical workshops introduce experimental methodologies of deconstruction and composition. Students then produce a group a series of digital graphics that meets a tight brief and are encourage to address the time constraints that occur in a professional context. Through in-class practical design workshops and short exercises, students are encouraged to experiment and expand their creative vision. Students are encouraged to research under the guidance of their tutor, aiming towards independent learning/knowhow, focusing on preparing the students for real life	

	scenarios. Each project is critically analyzed in a group discussion. Lecture notes and presentations are available through the web for students to use in combination with the textbooks if the project requires such notes and presentations.
Assessment techniques and Assessments criteria:	All Project & Class Work: 40% Final Test: 60% Total: 100% **Assessment Criteria for each one of the projects are:** Knowledge and understanding - 20% Process, experimentation, research - 20% Production competency and solution - 50% Presentation and Communication - 10%
Language of instruction:	English
Work placement(s):	None