

2024 / 25

School of Science and Computing

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**SE
TU**

Ollscoil
Teicneolaíochta
an Oirdheiscirt

South East
Technological
University

Module Descriptor

Digital Graphic Design (Computing and Mathematics)

Digital Graphic Design (A13845)

Short Title: Digital Graphic Design
Department: Computing and Mathematics
Credits: 5

Level: Intermediate

Description of Module / Aims

This module introduces the student to vector-based illustration software. Students will produce high-quality artwork for both screen and print, and will gain an understanding of the limitations of printing methods for various print media. This module also introduces the student to industry-standard publishing applications for interactive PDF documents, digital magazines, and EPUBs.

Programmes

stage/semester/status		
DESG-0056	BSc (Hons) in Creative Computing (WD_KCRCO_B)	3 / 6 / M
DESG-0056	BSc in Applied Computing (WD_KCOMP_D)	2 / 4 / M
DESG-0056	BSc in Multimedia Applications Development (WD_KMULA_D)	3 / 6 / M

Indicative Content

- Digital Illustration
- Structuring Media: single and multi-page layout
- Designing for screen vs. designing for print
- Interactive PDFs, Digital Magazines and ePUBs
- Packaging and pre-flight

Learning Outcomes

On successful completion of this module, a student will be able to:

1. Utilise a range of digital illustration techniques to enable them to develop a multimedia portfolio.
2. Compose digital artwork, using a range of techniques and software, for both digital and print media.
3. Create interactive files, PDF forms and digital publications for various mobile devices.
4. Design and cost a print job for a business or event.

Learning and Teaching Methods

- Practical classes will provide students with an opportunity to develop a range of technical competencies relating to digital graphic design using industry-standard tools and techniques.

Learning Modes

Learning Type	F/T Hours	P/T Hours
Practical	48	24
Independent Learning	87	111

Assessment Methods

	Weighting	Outcomes Assessed
Continuous Assessment	100%	
Portfolio	100%	1,2,3,4

Assessment Criteria

<40%: Unable to interpret and describe key concepts that relate to graphic design.

40%–49%: Be able to interpret and describe key concepts that relate to graphic design.

50%–59%: Ability to discuss key concepts that relate to graphic design and ability to discover and integrate related knowledge in other knowledge domains.

60%–69%: Be able to solve design problems by experimenting with the appropriate skills and tools.

70%–100%: All the above to an excellent level. Be able to analyse and design solutions to a high standard for a range of both complex and unforeseen problems through the use and modification of appropriate skills and tools.

Supplementary Material(s)

- Faulkner, A. *Adobe Photoshop CC Classroom in a Book (2015 release)*. 1st ed. San Jose, CA: Adobe Press, 2015.
- Kordes Anton, K. *Adobe InDesign CC Classroom in a Book (2015 release)*. 1st ed. San Jose, CA: Adobe Press, 2015.
- Wood, B. *Adobe Illustrator CC Classroom in a Book (2014 release)*. 1st ed. San Jose, CA: Adobe Press, 2014.

Requested Resources

- Computer Lab: Multimedia Lab