Foundational Courses

TEDG 1010 Beginning Graphic Design   3 Credits / 90 Clock-Hours

In the Beginning Graphic Design course, students establish foundations in design principles, photography, Photoshop, Illustrator, and InDesign. This course introduces how to operate current industry software and how to analyze design using basic design principles and theory taught in the course. Students who complete this course are able to perform basic functions in graphic design software, such as sections, layers, program hotkeys, and shortcuts.

Objectives:
● Demonstrate excellent use of universally acknowledged design principles.
● Develop skills in Adobe's Photoshop, Illustrator, and InDesign.
● Develop presentation skills.
● Present projects in a class setting for critique and feedback.

TEDG 1110 Intermediate Graphic Design   4 Credits / 120 Clock-Hours

In the Intermediate Graphic Design course, students build on knowledge from the Beginning course and practice in Photoshop, Illustrator, and InDesign by completing portfolio quality projects. This course introduces the skills necessary for students to be successful in industry leading graphic design applications and tools. Students who complete this course are able to use a current industry computer application for graphic manipulation, such as combining images and graphics and how to capture those images from digital devices.

Objectives:
● Use Adobe's Photoshop, Illustrator, and InDesign software.
● Create a variety of portfolio projects.
● Manage multiple projects and calculate the time it takes to complete projects to make deadlines.
● Combine images and graphics.

TEDG 1210 Advanced Graphic Design   4 Credits / 120 Clock-Hours

In the Advanced Graphic Design course, students go through the process of branding an imaginary business from creation of collateral to marketing. This course builds on and develops advanced skills in the leading graphic design applications and tools, such as natural media effects and special effects. Students who complete this course are able to perform fundamental techniques and principles of a variety of unique special effects associated with the enhancement of digital images.

Objectives:
● Demonstrate brainstorming techniques for developing a business.
● Create printed and digital collateral needed for the business' success.
● Produce high quality images from a digital file.
● Determine what software is best suited for each piece of designed collateral.

TEDG 1220 Motion Design   4 Credits / 120 Clock-Hours

In the Motion Design course, students learn the power of motion in visual communication through video production, animation, and motion graphics. This course introduces the fundamentals of video editing and detailed instruction in the use of non-linear editing programs on desktop computers. Students who complete this course are able to work at the current industry standard 3D modeling, rendering, and animation software.

Objectives:
● Plan a short video subject by creating a script, storyboards, and shot list.
● Shoot, edit, and produce video and export for viewing.
● Create eye-catching animations using industry software.

TEDG 1230 Interactive Design   4 Credits / 120 Clock-Hours

In the Interactive Design course, students learn to design for interactivity using basic coding for screens of various devices. The course introduces the basic of HTML and covers commonly used tags, forms, and how to embed and format media. It also introduces students to commonly used HTML editors. The course also teaches how to publish a variety of content types to the internet. Students who complete this course are able to operate current industry web page design software to develop and publish HTML web pages.

Objectives:
● Create an interactive app prototype using current industry software.
● Code with HTML, and CSS to create an interactive website.
● Use code, develop a design that works on multiple devices.
● Create a web-based portfolio showcasing their projects.
● Create web pages with web design graphic principles.

TEDG 1500 Professional Development   4 Credits / 120 Clock-Hours

In the Professional Development course, students learn soft skills including managing a creative business, building portfolios, setting up a freelance business, working as a team, and marketing themselves as a graphic designer.

Objectives:
● Use soft skills to create and manage a creative business.
● Create portfolios of projects that showcase their new skills.
● Work as small teams to produce larger scale projects.
● Demonstrate high-level application of appropriate digital publishing software.
● Practice skills of how to market themselves as a graphic designer.

Supplemental Courses Varies by Institution

Bridgerland

TEDG 1510 Portfolio Building   4 Credits / 120 Clock-Hours

This course is designed to help students create, refine, and prepare an on-line portfolio consisting of work created throughout the Digital Design program. Portfolio building projects will be utilized to round out the portfolio so that the student will be able to accurately represent their creativity and skill.

Objectives:
• Select and apply industry standard software in design.
• Research and choose the hosting service where you will create your portfolio.
• Develop an on-line portfolio of work that accurately demonstrates proficiency and skills ready for employment.

TEDG 1300 Audio/Video Editing   3 Credits / 90 Clock-Hours

The Audio and Video Editing course incorporates industry standard software that will teach students the skills to effectively utilize and create video production media. Video production workflows including various types of media will be introduced. Students will learn the basic principles of editing, mixing, recording, and restoring audio. This course also introduces multi-track audio editing to deliver polished audio and video that can then be introduced in to the video production workflows.

Objectives:
• Capture audio and video for complete video productions.
• Utilize industry standard audio and video software editing applications.
• Exhibit industry competency in the area of audio recording, mixing and restoring.
• Identify and discuss industry standard software to create edited audio that can be introduced into other video production software.

TEDG 1310 Typography and Publishing   3 Credits / 90 Clock-Hours

This course will introduce students to the history and principles of using type and words as design elements. This course teaches creative and effective usage of type. Students will learn the process of designing an original font and creation of font specimens. Students will learn the tools to integrate type into digital publishing. Application of typography in a digital environment will be demonstrated using industry software.

Objectives:
• Identify and discuss the major technological advances in the history of printing.
• Discuss font styles and families and how they have evolved over time.
• Design a custom family of font styles with accompanying font specimen.
• Identify the principles of effective typography and font usage.
• Create documents that utilize fonts and letter forms as major design elements.

TEDG 1320 Image Editing   3 Credits / 90 Clock-Hours

The Image Editing course allows students to develop advanced skills in industry leading graphic design applications and tools for graphic manipulation. This course will provide students with the knowledge and skills needed to master image manipulation, photographic retouching, advanced masking and composition. Students will explore the technical and artistic aspects of image editing by creating images to be used in various types of media.

Objectives:
• Utilize industry applications for computer graphic manipulation.
• Combine multiple images into a single composition that is of professional quality.
• Perform photographic retouching that restores or improves an image back to pristine quality.
• Demonstrate the use of advanced masking techniques.

TEDG 1330 Photography and Photo Management   3 Credits / 90 Clock-Hours

This course covers basic concepts and practices of digital photography, including understanding and use of the camera, lenses, and other basic photographic equipment. Students will learn artistic principles as they relate to composition, space, exposure, light and color. Basic editing practices and utilization of photo management software will be taught.

Objectives:
• Identify and explain the basic elements and operations of a digital camera.
• Demonstrate the proper us of framing, lighting, and compositions in photography.
• Utilize basic editing and touch-up techniques on photos.
• Edit and manage collections of photographs.

TEDG 1340 3D Sculpting and Printing   3 Credits / 90 Clock-Hours

In this course professional 3D models will be developed and rendered. Students will learn how to model, build, and texturize three-dimensional characters using industry standard software. Students will learn how to operate 3D printers and software to create a physical representation of a digital model.

Objectives:
• Sculpt 3D characters using industry standard software.
• Apply materials and textures to developed models.
• Create professional renderings of 3D models.
• Optimize models for printing.
• Convert 3D models into files that can be sent to a 3D printer.
• Print models using 3D printers.

Dixie

TEDG 1400 Social Media and Marketing   **3 Credits / 90 Clock-Hours**

Throughout this Social Media and Marketing Fundamentals course, students will gain an understanding of how to grow their followers organically and engage with them on social media. Students will learn how to generate brand awareness, product sales, and follower growth. In addition to automating tasks, creating schedules, enhancing efficiency, and increasing performance, students will learn free and paid tools for enhancing efficiency. Furthermore, students will gain an understanding of how marketing teams work and how social media marketers fit into the marketing team. Students will have the opportunity to take exams and earn certification in both free and paid social media marketing certification programs. Additionally, students will be required to develop a case study that illustrates how social media marketing has positively impacted the growth and performance of a company.

Objectives:
• Discuss keywording and metadata strategies to improve SEO and SMO performance.
• Apply website optimization for effective SEO.
• Explain how SEO and SMO play a key part in your Social Media Strategy.
• Discuss the importance of major Social Media platforms and create personal accounts for each platform.
• Engage your audience to determine what they like, don't like, optimal posting times, etc.
• Use advertising tools: Facebook ad, Instagram ad, Twitter ad, Pinterest ad, LinkedIn ad, Google ads
• Combine analytics and content fundamentals to create targeted ads.
• Use Visual Brand Storytelling to turn concepts to content.
• Optimize social media platforms to create better performance and seamlessly work together.
• Generate ideas for new professional-level content.

TEDG 1410 Design for Industry   **4 Credits / 120 Clock-Hours**

In the Design for Industry course, students will examine the concepts, characters, and storyboards for basic animation production. It will have an emphasis on creating movement and expression utilizing traditional or electronically generated image sequences. The introduction to animation part of the course includes history, industry and production, design, storyboarding, and character animation. Students will learn a working knowledge of animation techniques necessary to design 2D and 3D animation sequences. Illustration and Animation Fundamentals is a pipeline course for traditional animation. This course provides students the fundamental skills to produce 2D and 3D animation, the knowledge of the principles of animation, and work to add to each student's respective portfolios for a career in digital media and design.

Objectives:
• Identify the 12 principles of animation.
• Calculate and apply appropriate timing and sound effects.
• Create accurate and aesthetically appealing basic animation.
• Describe the characteristics of well-designed and executed animation.
• Relate some knowledge of the history of animation to a project.
• Assess and critique past and current animation trends.
• Demonstrate progress in basic illustration and animation skills.
• Critically analyze personal creative work and the work of others.

Mountainland

TEDG 1420 Web Essentials   3 Credits / 90 Clock-Hours

The Web Essentials course provides the fundamentals necessary to plan, design, develop, deploy, and critique a website which includes images, sound, video, forms, and separates content from presentation. Focuses on the fundamentals of web programming languages.

Objectives:
• Examine various ways to build an accessible web page.
• Demonstrate knowledge of color wheel concepts and effective use of color on a website.
• Compare functional and usable design principles and explain how usability can affect a website's success.
• Explain and apply the primary steps of the website planning process.
• Compare website creation using an online site builder, an offline site builder and a content management system (CMS).

TEDG 1430 UX Design   4 Credits / 120 Clock-Hours

The UX Design course teaches basic principles and techniques of interface design for the Web. Includes discussion of usability and information architecture to solve client needs. Includes learning HTML tags and CSS styling, image preparation for the Web, and using industry software to create and upload web-ready files.

Objectives:
• Apply human interface guidelines in real world applications.
• Research user interactions and usability to assist in creating a prototype.
• Create functioning prototypes that are ready for user testing.
• Conduct user tests for usability of designed prototypes.
• Prepare files to give to developers for final implementation.

Ogden-Weber

TEDG 1300 Audio/Video Editing   3 Credits / 90 Clock-Hours

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Salt Lake

TEDG 1020 Digital Literacy   **1 Credit / 30 Clock-Hours**

In this course, students will learn to effectively use digital technologies, such as computers and the internet, to find, evaluate, create, and communicate information. Students will demonstrate their ability to complete basic computing tasks such as working with an operating system, creating and managing files and folders, and effectively utilizing internet searches and resources. Students will also be introduced to common terminology and file types that they will encounter in various digital media industries.

Objectives:
• Demonstrate proper file management including the use of cloud storage.
• Demonstrate basic knowledge of the operating system.
• Describe important facts about the internet and how it works.
• Demonstrate the ability to use various browsers and their development tools.
• Explain the various languages used for building websites and how they interact.
• Describe the tools used for web design/development.
• Explain the various tools commonly used by web and graphic designers.

TEWG 1070 Responsive Web Design with CMS   **3 Credits / 90 Clock-Hours**

Responsive Web Design with CMS introduces the process for transforming a static site into a dynamic CMS theme. Students will install the CMS locally, modify content, style the site using CSS/JS, and migrate the CMS to a live internet server.

Objectives:
• Setup a development environment.
• Identify the primary components that make up a CMS theme.
• Utilize CSS Preprocessing and JavaScript to add styling and functionality.
• Create a custom child theme.
• Identify and install essential plugins.
• Migrate the site to a live internet server.

TEDG 1350 Introduction to UI/UX Design   **3 Credits / 90 Clock-Hours**

Introduction to UX/UI Design teaches students the research and design processes necessary to create high-quality user experiences (UX). Students will use industry-standard tools to design and prototype user interfaces (UI) that are intuitive and easy to use.

Objectives:
• Define UX/UI design process from idea to deliverable.
• Conduct user interviews and data synthesis.
• Create a storyboard, user flow, and paper prototypes.
• Conduct UI analysis.
• Create site maps and effective navigation using information architecture best practices.
• Create design system and UI style guides.
• Create low, mid, and high-fidelity wireframes and prototypes.
• Conduct usability tests and employ an iterative design process.
• Create a case study.