

DDP 116: SOCIAL MEDIA DESIGN

Originator

mabril

Justification / Rationale

Today content creators are required to have knowledge of creating designs for social media campaigns. This new course updates job skills to meet industry needs. C-ID GRDM 120

Effective Term

Fall 2021

Credit Status

Credit - Degree Applicable

Subject

DDP - Digital Design & Production

Course Number

116

Full Course Title

Social Media Design

Short Title

SOCIAL MEDIA DESIGN

Discipline**Disciplines List**

Graphic Arts (Desktop publishing)

Multimedia

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

Social Media enables individuals to create, collaborate, and share information with others. Students will explore the possibilities and limitations of social media and will have hands-on experience to create content for several forms of social media technology, such as Facebook, Twitter, blogs, and wikis. Those who complete this course will know how to use social media productively and have a framework for understanding and evaluating new tools and platforms.

Schedule Description

Social Media enables individuals to create, collaborate, and share information with others. Students will explore the possibilities and limitations of social media and will have hands-on experience to create content for several forms of social media technology, such as Facebook, Twitter, blogs, and wikis. Those who complete this course will know how to use social media productively and have a framework for understanding and evaluating new tools and platforms.

Advisory: ENG 001A, DDP 110 and DDP 101 or DDP 102 strongly recommended

Lecture Units

2

Lecture Semester Hours

36

Lab Units

1

Lab Semester Hours

54

In-class Hours

90

Out-of-class Hours

72

Total Course Units

3

Total Semester Hours

162

Prerequisite Course(s)

Advisory: ENG 001A, DDP 110 and DDP 101 or DDP 102 strongly recommended

Required Text and Other Instructional Materials**Resource Type**

Book (Recommended)

Author

Zimmerman and NG

Title

Social Media Marketing All in One for Dummies

Edition

4th

Publisher

Wiley

Year

2017

Resource Type

Book (Recommended)

Author

Rebecca Coates Nee

Title

Social Media in the Digital Age

Edition

1

Publisher

Cognella Direct

Year

2019

Class Size Maximum

25

Entrance Skills

Students will use computer skills to produce a poster by creating a new document with the appropriate settings for web, print, and video.

Requisite Course Objectives

DDP 101-Construct simple documents utilizing selections, layers, design elements, and effects.
DDP 101-Use basic retouching techniques—including color correction, blending, cloning, and filters—to manipulate a digital image.
DDP 101-Prepare images for export to web, print, and video.
DDP 101-Export or save digital images to various file formats.
DDP 101-Enter, edit, and format type.
DDP 101-Use libraries, such as colors, swatches, gradients, brushes, symbols, and patterns.
DDP 101-Use linked smart objects and modify linked smart objects while retaining the link.
DDP 101-Digitally transform images.
DDP 101-Demonstrate basic principles and best practices employed in the visual design industry.
DDP 102-Evaluate project setup and determine appropriate workspace interface solution.
DDP 102-Open, create, save and open files and choose appropriate document settings.
DDP 102-Create, analyze and modify visual elements to provide appropriate solutions.
DDP 102-Create and apply custom patterns and brush strokes.
DDP 102-Analyze the difference between raster and vector artwork.
DDP 102-Create layered graphics that can be exported for animation
DDP 102-Design graphic documents using basic vector shapes and text.
DDP 102-Utilize stroke and fill enhancements, including the use of color and gradients.
DDP 102-Analyze artwork as to whether it is raster or vector.
DDP 110-Characterize the basic components of a graphic design solution while using the design process, incorporating design elements principles. Students will use computer skills to produce a poster by creating a new document with the appropriate settings for web, print, and video. They will navigate, organize, and customize the application workspace; place, open or import images into document; manage colors, swatches, and gradients and set the active fill and stroke color; manage brushes, symbols, styles, and patterns; use the layers panel to modify layers and manage design elements; create, apply, and manipulate clipping masks; use core tools and features to create visual elements; create illustrations using a variety of tools; modify and edit vector illustrations using a variety of vector tools; add and manipulate text using appropriate typographic settings; transform digital graphics and media; evaluate or adjust appearance of objects, selections, or layers using various tools; prepare images for export to web, print, and video; export or save digital images to various file formats.
DDP 110-Outline the steps of the research process that lead to creating graphic design.
DDP 110-Discuss strategies that graphic designers use to define the problem to be solved in a project.
DDP 110-Explain how artists use the seven compositional principles of design to organize compositional elements and communicate meaning.
ENG 001A-Develop ideas coherently in writing through the drafting process.
ENG 001A-Participate in the process of developing texts in collaborative and individual settings.
ENG 001A-Write essays with arguable theses and evidence from different types of sources.
ENG 001A-Read, analyze, and interpret varied texts (e.g., literary, digital, visual).
ENG 001A-Recognize and integrate creative elements of style (e.g., metaphor, analogy, voice, tone).
ENG 001A-Identify and evaluate appropriate research sources, and incorporate them into essays through quotations, summaries, and paraphrases.

Entrance Skills

Place, open or import images into document.

Requisite Course Objectives

DDP 102-Open, create, save and open files and choose appropriate document settings.

Entrance Skills

Manage design elements.

Requisite Course Objectives

DDP 101-Demonstrate basic principles and best practices employed in the visual design industry.

Entrance Skills

Create content using a variety of tools.

Requisite Course Objectives

DDP 110-Characterize the basic components of a graphic design solution while using the design process, incorporating design elements principles. Students will use computer skills to produce a poster by creating a new document with the appropriate settings for web, print, and video. They will navigate, organize, and customize the application workspace; place, open or import images into document; manage colors, swatches, and gradients and set the active fill and stroke color; manage brushes, symbols, styles, and patterns; use the layers panel to modify layers and manage design elements; create, apply, and manipulate clipping masks; use core tools and features to create visual elements; create illustrations using a variety of tools; modify and edit vector illustrations using

a variety of vector tools; add and manipulate text using appropriate typographic settings; transform digital graphics and media; evaluate or adjust appearance of objects, selections, or layers using various tools; prepare images for export to web, print, and video; export or save digital images to various file formats.

Entrance Skills

Prepare images for export to web, print, and video; export or save digital images to various file formats.

Requisite Course Objectives

DDP 110-Characterize the basic components of a graphic design solution while using the design process, incorporating design elements principles. Students will use computer skills to produce a poster by creating a new document with the appropriate settings for web, print, and video. They will navigate, organize, and customize the application workspace; place, open or import images into document; manage colors, swatches, and gradients and set the active fill and stroke color; manage brushes, symbols, styles, and patterns; use the layers panel to modify layers and manage design elements; create, apply, and manipulate clipping masks; use core tools and features to create visual elements; create illustrations using a variety of tools; modify and edit vector illustrations using a variety of vector tools; add and manipulate text using appropriate typographic settings; transform digital graphics and media; evaluate or adjust appearance of objects, selections, or layers using various tools; prepare images for export to web, print, and video; export or save digital images to various file formats.

Course Content

- Create, collaborate, and share information with others.
- Explore the possibilities and limitations of social media.
- Use social media productively and have a framework for understanding and evaluating.
- New tools and platforms.
- Copyrights information.

Lab Content

- Hands-on experience with several forms of social media technology, such as Facebook, Twitter, blogs, and wikis using Adobe Creative Cloud software.

Course Objectives

	Objectives
Objective 1	Define the purpose and features of different types of social media.
Objective 2	Differentiate between different kinds of blogs: blogs, microblogs, videoblogs.
Objective 3	Compare features of common blog-hosting services.
Objective 4	Create and maintain a blog on a common hosting service.
Objective 5	Properly utilize keyword and categories in order to improve the ability of others to find their social media content.
Objective 6	Analyze the security and privacy features of social media sites.
Objective 7	Create a wiki in order to collaborate with others on a project.
Objective 8	Evaluate the usage of crowdsourcing in order to create community involvement in problem solving.
Objective 9	Analyze trends of usage of social media sites.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Critically evaluate the use of social media, including security, privacy, and ethics.
Outcome 2	Compare and contrast the purpose and features of different types of social media, including: blogs, social networks, wikis, and photo and video sharing sites.
Outcome 3	Effectively utilize multiple forms of social media.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Activity	Activities focused on addressing areas of improvement in the composition and layout, choice of typeface and images as it relates to social media creative content.

Collaborative/Team	Work in groups to brainstorm and develop design solutions.
Discussion	Students will discuss design solutions and critique assignments and projects.
Participation	Students will participate in discussion regarding best practices in design for social media.
Lecture	Presentation of class lecture/discussions/demonstrations of social media design.
Technology-based instruction	Course work uses current technology in the field; the students will use software and create physical and digital projects with the technology. Instructors will use the technology in demonstrations as it pertains to the assignments.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Term or research papers	Writing: Assessment tools that demonstrate writing skill and/or require students to select, organize and explain ideas in writing.	In and Out of Class
Other	Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.	In Class Only
Student participation/contribution	Weekly blog posts of 200-400 words each and respond to fellow classmates' blogs.	In Class Only
Group activity participation/observation	Team social media plan case study (4-8 pages).	In Class Only
Critiques	Critiques and reviews, written blog proposal, case study, blog posts.	In Class Only
Product/project development evaluation	Problem solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.	In and Out of Class
Tests/Quizzes/Examinations	Exams to include multiple choice, matching items, completion, short answer.	In Class Only

Assignments

Other In-class Assignments

- Design brief for creation of a personal or professional blog.
- Weekly objective tests and final exam.
- 3 - 5 social media projects.
- Critique and review of social media sites.
- Social media project critique.
- 12-14 weekly social media posts of 200-400 words each.

Other Out-of-class Assignments

- 20-40 pages of content reading per week
- 3 - 5 social media projects production

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

50

On-campus %

50

Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?

At this time, Adobe Spark, eBlogger, LinkedIn, YouTube, and Adobe Behance are projects in this course used to provide students with real world experience. Students set up accounts on these platforms to prepare them for careers in this field. All are password protected by either Adobe, Google and LinkedIn.

If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.

Working outside the LMS provides the additional technologies and “real world” element necessary to give students the robust learning experience required for Digital Design & Production courses.

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

- Timely feedback and return of student work as specified in the syllabus
- Discussion forums with substantive instructor participation
- Regular virtual office hours
- Online quizzes and examinations
- Video or audio feedback
- Weekly announcements

External to Course Management System:

- E-portfolios/blogs/wikis
- Posted audio/video (including YouTube, 3cm mediasolutions, etc.)

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

Active participation and multiple modes of information delivery; announcements, asynchronous text, video messages, discussions boards, and Canvas email.

If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

Working outside the LMS provides the additional technologies and “real world” element necessary to give students the robust learning experience required for Digital Design & Production courses.

Other Information

Comparable Transfer Course Information

University System

CSU

Campus

San Diego State University

Course Number

JMS 210

Course Title

Social Media in the Digital Age

Catalog Year

2020/21

Rationale

The C-ID DMGR 120 is based on this GE course.

MIS Course Data

CIP Code

11.0803 - Computer Graphics.

TOP Code

061460 - Computer Graphics and Digital Imagery

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Stand-alone

Transfer Status

Transferable to CSU only

General Education Status

Y = Not applicable

Support Course Status

N = Course is not a support course

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded

Attach relevant documents (example: Advisory Committee or Department Minutes)

DM Advisory mtg panel notes.docx

LMI Digital Media Presentation_Oct 19.pdf

DDP 116 CO Approval letter.pdf

Approvals

Curriculum Committee Approval Date

12/01/2020

Academic Senate Approval Date

12/10/2020

Board of Trustees Approval Date

1/15/2021

Chancellor's Office Approval Date

2/07/2021

Course Control Number

CCC000622580

Programs referencing this course

Graphic Design Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=240>)

Video Post-Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=309>)

Interaction Design AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=311>)

Arts Entrepreneurship in Drawing Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=343>)

Please delete (<http://catalog.collegeofthedesert.eduundefined/?key=348>)

Web Design Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=356>)

Arts Entrepreneurship in Painting Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=372>)

Arts Entrepreneurship in Ceramics Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=373>)

Arts Entrepreneurship in Printmaking Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=374>)

Arts Entrepreneurship in Sculpture Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=375>)

Digital Design Studies AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=377>)

UVA Piloting (<http://catalog.collegeofthedesert.eduundefined/?key=378>)