BA in Fashion Design

Stage 1

Module title	Digital Design Tools 2
Semester (semester1/semester2 if applicable)	Semester 2
Module credit number of units	5 ECTS
Assessment	100% Continuous Assessment

Module aims and objectives

The aim of the module is to investigate the design complexities of compositional layered image making using industry standard software such as Photoshop, Image Ready, In-Design, Illustrator

The objectives are to introduce the learner to communicate their drawing skills using vector based graphics.

On successful completion of this module, the learner will be able to:
1. Introduce and integrate the graphic image with page layout using a desktop publishing tool
2. Demonstrate use of Bitmap and Vector images skills and an understanding of digital design workflow tools for desktop, publishing and video files
3. Use a camera to create a short video
4. Use video editing software to edit and publish a 30second video

Module Content

Semester 1 / Week no	Topic No	Topic Name
1.1	1	Introduction to Module and Assignments. This module teaches the learner an introduction to Adobe Creative Cloud such as InDesign and Premiere Pro to a required degree of proficiency. It introduces the learner to use image manipulation and to enhance their design skills using vector based graphics applications and composite layered image making. The module also integrates the graphic image with page layout and designing visual documents for web and print Introduction to the basics of In Design: • Layout, graphics, text, colour, photomontage, proportion, use of different media.
1.2	2	Adobe Creative Cloud InDesign • How to set-up a document for print In Design. layers panel , Working with rulers and guides

1.3	2	Adobe Creative Cloud InDesign • How to work with type, columns and drop caps • Setting up margins, importing text and graphics
1.4	2	Adobe Creative Cloud InDesign Working with colour swatches for both spot colour and process colour designs. Using effects to make your layout pop
1.5	2	Adobe Creative Cloud InDesign • How to add multiple pages to your InDesign document • Demonstration of the different tools and how to use them • Saving your files to send to a commercial printer • How to make a PDF to send to a client or commercial printer
1.6	2	Adobe Creative Cloud InDesign • Basics of using videography, basics of filming, using tripod, camera views. Introduction. • Introduction the Final Cut Pro or Premiere Pro interface

1.7	3	Navigate the Final Cut Pro X interface • Import images, videos, and audio from your computer • Start new projects • Add clips to the Timeline by dragging and using the toolbar storylines
1.8	3	Navigate the Final Cut Pro X interface • Connect clips, Create compound clips ,Perform edits to clips on the Timeline·
1.9	3	Navigate the Final Cut Pro X interface • Add audio to the Timeline .Perform colour correction on clips
1.10	3	Navigate the Final Cut Pro X interface • Add effects to images, video, and audio
1.11	3	Navigate the Final Cut Pro X interface • Add transitions, Add text to clips ,Use key frames to create animation • How to use key frames to create animation
1.12	3	Navigate the Final Cut Pro X interface • Export and publish your finished project

Reading lists and other information resources

Recommended Reading:
- Jago M. (2017). 'Adobe Premiere Pro CC Classroom in a Book'. Adobe Press
- Stonehem B. (2016). 'ADOBE InDESIGN'. Learning the Basics, US,

Secondary Reading

- Bernard, S.C., (2004). 'Documentary storytelling for film and videomakers'. Burlington, MA: Focal Press.
- Block, B.A., (2008). 'The visual story : creating the visual structure of film'. TV and digital media. Amsterdam: Elsevier.
- Dabner, D. & Swann, A., (2005). 'Graphic design school : a foundation course in the principles and practices of graphic design'. Hoboken, N.J.: J. Wiley & Sons.
- Graham, L., (2005). 'Basics of design : layout and typography for beginners'. Clifton Park, N.Y.: Thomson/Delmar Learning
- Kenworthy, C., (2012). 'Master shots : 100 advanced camera techniques to get an expensive look on your low-budget movie'. Studio City, CA: M. Wiese Productions.
- Long, B. & Schenk, S. (2017). 'The Digital Filmmaking Handbook'. 6th edition. Cengage Learning USA
- Weynand, D., (2010). 'Apple Pro Training Series: Final Cut Pro 7'. USA, Peachpit Press