Course Syllabus

1.	**Program of Study:**	Bachelor of Arts Program (Communication Design)
	Faculty/Institute/College:	Mahidol University International College
2.	**Course Code:**	ICCD 242
	Course Title:	Design Technology I
3.	**Number of Credits:**	4 (0-8-4) (Lecture-Lab-Self study)
4.	**Prerequisite(s):**	ICCD 230
5.	**Type of Course:**	Required Course
6.	**Trimester/Academic Year:**	Trimester I / Year 2
7.	**Conditions:**	Enrollment cap : 18 students

8. **Course Description:**

An introduction to the general function-based software for publication design including the incorporation of the graphics applications platform and the design process.

9. **Course Objectives:**

After successful completion of this course, students will be able to:

9.1 Use the software as a tool to aid in the design process.

9.2 Plan and alter the resolution of images and understand the relationship of resolution to file size for end usage.

9.3 Understand differences of file formats and their relationship.

9.4 Understand the potential of graphic expression and communication available to designers.

9.5 Apply basic file management and document structuring methods.

10. Course Outline

Week	Topics	Hours Lecture	Lab	Self study	Instructor
1	Intro to Design Technology I	0	8	4	NO
2	Lecture – Basic Adobe Photoshop CS 6 and Basic File Format Management Lab - Assign project#1 and work session for project#1	0	8	4	NO
3	Lab - Critique and work session for project#1	0	8	4	NO
4	Lecture – Basic Adobe Photoshop CS 6 (continued) Lab - Assign project#2 and work session for project#2	0	8	4	NO
5	Lab - Critique and work session for project#2	0	8	4	NO
6	Lecture – Basic Adobe Illustrator CS 6 and Image Resolution Management Lab - Assign project#3	0	8	4	NO
7	Lab - Critique and work session for project#3	0	8	4	NO
8	Lecture – Basic Adobe Illustrator CS 6 (continued) Lab - Critique and work session for project#3	0	8	4	NO
9	Lecture – Graphic Design Production Lab - Assign project#4	0	8	4	NO
10	Lab - Critique and work session for project#4	0	8	4	NO
11	Lab - Critique and Work session for Project#4	0	8	4	NO
12	Final Exam				
Total		0	88	44	

11. Teaching Methods
11.1 Lecture/Lab operation
11.2 Group discussion and critique session
11.3 Self-study

12. Teaching Media
12.1 Textbook
12.2 Supplementary handouts
12.3 Presentation of images
12.4 Visual references

13. Measurement and Evaluation of Student Achievement

Students will demonstrate their ability to:

13.1 Use the software as a tool to aid in the design process.

13.2 Plan and alter the resolution of images and understand the relationship of resolution to file size for end usage.

13.3 Understand differences of file formats and their relationship.

13.4 Understand the potential of graphic expression and communication available to designers.

13.5 Apply basic file management and document structuring methods.

Student achievement will be evaluated by means of:

Projects, and Quizzes	60%
Exercise, Technical Competence and Progress	30%
Presentation, Participation in discussions and critiques	10%
Total	**100%**

Student achievement will be graded according to College and University standard using the symbols A, B+, B, C+, C, D+, D and F.

Students must have attended at least 80% of the total class hours of this course.

14. Course Evaluation

14.1 Students' achievement as indicated in number 13 above.

14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. References

Adobe Press (2011). *Adobe Photoshop CS: Classroom in a book*. California: Peachpit Press.

Adobe Press (2011). *Adobe Illustrator CS: Classroom in a book*. California: Peachpit Press.

Constance, S. (1998). *Great production by design*. Ohio: North Light Books, Inc.

Constance, S. (2000). *Pre-Press*. Massachusetts: Rockport Publishers, Inc.

Hoftmann, A. (1965). *Graphic design manual: Principles and practice*. New York: Van Nostrand Reinhold.

Williams, R. (1996). *Beyond the Mac is not a typewriter*. California: Peachpit Press.

16. Instructors

Lect. Nathakorn Orairat

17. Course Coordinator

Lect. Dynaya Bhutipunthu

Mahidol University International College

ICCD 242 Design Technology I / Instructor : Supanat Komalarajun

Sep 20 / Overview of Design Technology / Adobe Photoshop
- Digital designs concept overview
- Introduction to digital designs using Adobe Photoshop
- Assign and work session for project

Sep 27 / Adobe Photoshop
- Digital designs using Adobe Photoshop
- Assign and work session for project

Oct 4 / Adobe Photoshop
- Digital designs using Adobe Photoshop
- Assign and work session for project

Oct 11 / Adobe Illustrator
- Introduction to digital designs using Adobe Illustrator
- Assign and work session for project

Oct 18 / Adobe Illustrator
- Digital designs using Adobe Illustrator
- Assign and work session for project

Oct 25 / Adobe Illustrator
- Digital designs using Adobe Illustrator
- Assign and work session for project

Nov 1 / Adobe Indesign
- Introduction to digital designs using Adobe Indesign
- Assign and work session for project

Nov 8 / Adobe Indesign
- Digital designs using Adobe Indesign
- Assign and work session for project
- Assign final Project

Nov 15 / Adobe Indesign
- Digital designs using Adobe Indesign
- Assign and work session for project
- Critique and present concept for final project

Nov 22 / Magazine Design 1
- Work for final project

Mar 22 / Magazine Design 2
- Work for final project
- Final critique

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