



# Course Outcome Summary

## Required Program Core Course

### CIS 279 – Designing for Digital Environments

#### Course Information

Division	<b>Business Division</b>
Contact Hours	3
Total Credits	3

**Prerequisites**      **CIS 178 and CIS 182 or CIS 184**

#### Course Description

This course will prepare students for the broad range of design challenges related to designing for digital environments. The course will explore current digital technologies, interaction methods, and presentation methods. Designs may include: Alternative Reality, Environmental Designs, Digital Marketing, Projections, and other designs requiring a digital platform to communicate.

**This course is a required core course for students pursuing an Associate of Applied Science in Graphic Design with Digital Media Concentration.**

#### Program Outcomes Addressed by this Course

Upon successful completion of this course, students should be able to meet the program outcomes listed below:

- A. Display technical knowledge and skills in drawing and composition applying principles of design, color, visual space, layout, typography, and technique to create effective visual communication.
- B. Demonstrate the ability to use creative thought processes, listening and reading skills, planning, and principles of visual communication in conjunction with software application tools to meet a client's design need to communicate the intended message to the designated target audience.
- C. Evaluate and critique digital media designs and projects (including their own designs and projects) in a professional and articulate manner using oral and/or written communication skills.

#### Course Outcomes

In order to evidence success in this course, the students will be able to:

1. Identify and Recognize current digital technologies and digital environments  
*Applies To Program Outcome*
  - A. Display technical knowledge and skills in drawing and composition applying principles of design, color, visual space, layout, typography, and technique to create effective visual communication.
2. Demonstrate and Practice the ability to develop designs for deployment to appropriate digital environments  
*Applies To Program Outcome*
  - B. Demonstrate the ability to use creative thought processes, listening and reading skills, planning, and principles of visual communication in conjunction with software application tools to meet a client's design need to communicate the intended message to the designated target audience.
3. Demonstrate and Practice the ability to work in teams to create original designs to address client's needs for digital designs  
*Applies To Program Outcome*
  - C. Evaluate and critique digital media designs and projects (including their own designs and projects) in a professional and articulate manner using oral and/or written communication skills.

Date Updated: 15 February 2019

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