PD Offering: Digital Art and Media Sampler

Dates: 3/13/2024, 3/20/2024, 4/3/2024, 4/17/2024, 5/1/2024, 5/15/2024, 6:30 p.m. - 7:30 p.m, ET

Facilitator: Nadege Tessono

Description:

Join us for a foundational mini-series in Digital Art and Media Design using InDesign, Illustrator, and Photoshop for Beginners. Designed for new users to develop professional skills in three key Adobe Creative Suite applications: InDesign, Illustrator, and Photoshop, it offers a blend of theory and practical exercises to enable beginners to understand the basics and apply their knowledge to creating various digital artworks and designs.

Objectives of this course

Participants will be able to:

- Understanding Basics: Learn the fundamental concepts and tools of InDesign, Illustrator, and Photoshop.
- Skill Development: Develop skills to create basic layouts, illustrations, and image manipulations.
- Real-world Application: Apply learned skills to create real-world projects such as brochures, logos, and photo edits.
- Efficiency and Best Practices: Understand workflows and best practices in the digital design process.
- Creative Exploration: Encourage creative thinking and exploration of design possibilities.

This course will meet its purpose by:

- Providing attendees a structured, interactive, and comprehensive learning environment designed to equip beginners with essential skills in digital design
- Ensuring attendees will gain proficiency in Adobe InDesign, Illustrator, and Photoshop
- Offering hands-on learning with exercises and projects
- Alternating between instructional sessions and self-paced asynchronous learning, the course accommodates various learning styles and paces
- Ensuring personalized attention and feedback, fostering a supportive and collaborative learning atmosphere.
- Utilizing regular assessments and constructive feedback to track and encourage student progress
- Equip attendees with foundational knowledge of design tools but also the confidence to apply these skills creatively and professionally in various contexts

Professional Development Points:

Participants will earn 10 PDPs after active participation and the completion of any course requirements.

Schedule Summary:
Participation is both synchronous and asynchronous on Zoom
- InDesign Module:
  - March 13 & March 20, 2024
  - Focus: Basics of layout design, working with text and images.

- Illustrator Module:
  - April 3 & April 17, 2024 (Asynchronous)
  - Focus: Fundamentals of vector graphics, creating simple illustrations.

- Photoshop Module:
  - May 1 & May 15, 2024
  - Focus: Introduction to photo editing, layers, and basic effects.

The biggest component of this course is its hands-on, practical learning approach focused on Adobe InDesign, Illustrator, and Photoshop. Full participation each day is required. During independent working time, it is expected that you will work not just on your own, but in collaboration with your assigned small peer group. Information sharing and written feedback will be done primarily using online Padlets as a communication tool. We may use peer groups for breakout room discussions.

Note: A more detailed daily schedule will be provided to registered participants before the first day.