![Milwaukee Area Technical College - Credit for Prior Learning and Experience](logo)

Approved by: Joel Skaja
Last updated: 7/18/2024

Digital Media Prep
GRDS-113
Work/Life Experience Portfolio

Credit for Prior Learning provides students a range of options to earn college credit for what they already know. Students can demonstrate college-level knowledge and competencies from examination, portfolio, to workforce and military.

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1. **Course title, number & credit value:**
   a. Digital Media Prep, GRDS-113, 3 credits
2. **Course description:**
   a. An advanced layout and production course addressing the present advertising market. Students prepare concepts through campaigns for digital distribution. Topics covered include digital advertising, email marketing, basic web design layout and coding as well as interactive and social media design and considerations.
3. **Course Competencies that must be demonstrated:**
   a. **(see below)**
4. **Portfolio requirements that demonstrate competencies.** *Note for Resumes: Lead faculty must verify the student's work history via a letterhead mail or phone interview:*
   a. Portfolio and 4 to 6 visuals proving professional competence in the given subject matter.

COURSE COMPETENCIES

1. Demonstrate design aesthetics, composition, and type handling

Assessment Strategies

1.1. Project

1.2. Critique

1.3. Skill Demonstration

Criteria

1.1. student designs work that reflects elements and principles of design within digitally created pieces with 80% accuracy of project guidelines.

1.2. student generates project font selection considers use, size, readability and aesthetic compatibility with the theme of the project/exercise.

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Learning Objectives

1.a. Choose the most appropriate direction to take among several different options.

1.b. Apply basic design attributes that produce a structured and organized project outcome. 1.c. Communicate a visually specific message based on assignment criteria.

2. Prepare digital images for dissemination across various platforms

Assessment Strategies

2.1. project

2.2. exercise

2.3. critique

Criteria

2.1. student generates file dimensions that are correct and in the proper color mode.

2.2. student creates files with resolution that is appropriate for delivery method.

2.3. student creates projects with file size that acknowledges speed and constraints of current industry best practices with at least 80% accuracy of project guidelines.

Learning Objectives

2.a. Choose the most appropriate images and techniques to use among several different options and sources. 2.b. Communicate a visually specific message based on assignment criteria.

2.c. Create appropriately sized and formatted image assets.

3. Calculate file size and format for medium optimization

Assessment Strategies

3.1. project

3.2. Skill Demonstration

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Criteria

Performance will meet expectations when:

3.1. student creates projects where file size and image quality trade off is recognized.

3.2. student demonstrates acknowledgement of image load time within current industry best practices. 3.3. student creates standard and hi-resolution/retina quality images in common formats with at least 90% accuracy of project guidelines.

Learning Objectives

3.a. Create a final project that employs proper file output.

3.b. Generate files that are within resolution and acceptable web file size ranges.

4. Prepare code based solutions for client project presentation

Assessment Strategies

4.1. Project

4.2. Skill Demonstration

Criteria

4.1. student generates basic html coding to display images.

4.2. student creates rollover graphics using both javascript and html.

4.3. student creates hyperlinking and meta tags via html with at least 80% accuracy of project guidelines.

Learning Objectives

4.a. Produce a project that employs proper code syntax and file asset usage.

4.b. Demonstrate the reasons why specific solutions are applicable to the project

outcomes. **5. Evaluate layout and design of web sites and email**

advertising with regards to industry best practices

Assessment Strategies

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5.1. Project

5.2. Critique

Criteria

Performance will meet expectations when:

5.1. student creates both medium and message of the advertisement that are appropriate to client expectations. 5.2. student creates layout utilizing a grid or alternate layout method for alignment and tension between elements and edges.

5.3. student receives critical evaluation of work for feedback in revisions with at least 80% accuracy of project guidelines.

Learning Objectives

5.a. Choose the most appropriate direction to take among several different options in relation to advertising medium.

5.b. Apply basic design attributes that produce a structured and organized project outcome. 5.c. Communicate a visually specific message based on assignment criteria.

6. Engage a variety of techniques in the creation of digital imagery/illustration

Assessment Strategies

6.1. Project

6.2. Skill demonstration

Criteria

6.1. student creates images using current tools in the adobe creative suite.

6.2. student creates content with web based editing platforms with at least 80% accuracy of project guidelines.

Learning Objectives

6.a. Choose the most appropriate direction to take among several different options.

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6.b. Apply basic design attributes that produce a structured and organized project outcome. 6.c. Communicate a visually specific message based on assignment criteria.

7. Create social media assets according to brand identity guidelines and preferred file preparation standards by social platform

Assessment Strategies

7.1. Case Study

7.2. Project

Criteria

Performance will be satisfactory when:

7.1. student researches a current trend or technology in social media.

7.2. student creates a client focused class project that incorporates a current design trend with 90% accuracy of project guidelines.

7.3. student presents findings of current social media best practices.

Learning Objectives

7.a. Choose the most appropriate direction to take among several different options.

7.b. Apply social media design best practices to project guidelines.

7.c. Communicate a visually specific message based on existing brand identity.

8. Analyze layout and design in a constructive critique setting

Linked Career Essentials

· Professionalism - Practice

Assessment Strategies

8.1. Project

8.2. Critique

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Criteria

Performance will be satisfactory when:

8.1. student participates through the large group sharing of work.

8.2. student receives critical evaluation of work and processes feedback into revisions with at least 80% accuracy of project guidelines.

8.3. student shares opinions and insight into the technical build of a file, including tools, resources and technique.

Learning Objectives

8.a. Analyze differences in solutions delivered by peers.

8.b. Justify solutions to project outcomes.

8.c. Summarize critique information in order to revise project solutions.