Course: COMA 4317 / Design of Digital Graphics
Teacher: Dr. José L. Ayala Pérez (jose.ayala5@upr.edu)

Course description:
Introduction to multimedia graphic design through the study and use of digital tools for the creation, composition and edition of graphics in vectors and pixels. The course will introduce the elements and principles of design for graphic production, will examine examples of the digital graphic task and will initiate the student in basic operations and intermediate of vector and pixel programs for the production of digital graphics.

Course objectives:
At the end of the course, students will be able to:
1. Understand the basic elements of design and visual composition.
2. Recognize important moments in the history and movements of graphic design.
3. Apply design theory to the creation of digital graphics.
4. Translate concepts and ideas into graphic images for visual media.
5. Perform basic and intermediate operations in vector graphic design programs and pixels.
6. Value the role of design in the production and dissemination of media messages.
7. To know better the digital world in which we live and the tools and technologies that sustain the professions of communication.

Instructional strategies:
Teaching digital graphic production through lectures, workshops and applied practice through the use of computers and graphic design software.

Learning resources:
The student will be able to use graphic production computers both in the classroom and the laboratories of the School of Communication. The programs to be used will be Inkscape, GIMP, Illustrator and Photoshop. The readings, videos and other resources to support the course will be sent by email.

Thematic Sketch
1. Introduction to Graphic Design
2. Design or Visual Communication?
3. History of Design
4. Vector Graphics
5. Graphics in Pixels
6. Color Theory
7. Elements of Design
8. Typography
9. Composition and distribution of space
9. Corporate Identity
10. Design of Digital Interfaces

Criteria for evaluation and approval of the course:
The evaluation of the work of this course is subject to rubrics specifying the goals of each job or assignment, what constitutes a good job and what is expected from the execution of the students. The respective rubrics for each work will be distributed in class.

Course behavior policies
• The use of cell phones is prohibited during the class including calls and other applications.
• The use of classroom computers during the course is restricted to only tasks related to the course.
• If the student incurs plagiarism, he / she will be expelled from the course and will receive a grade of F. It will also refer to the university authorities.
• Every student should speak to the teacher and classmates in a respectful manner.
• Work will not be accepted outside the indicated date. In unusual situations the teacher evaluate accepting work out of date, accepting or not the work is dogmatic teacher.

The final grade will be based on the following criteria:
General projects 30%
Assignments 20%
Exams 25%
Final work 25%
Total 100%

The student will be evaluated using the traditional system:
100 - 90 A
89 - 80 B
79 - 70 C
69 - 60 D
59 - 0 F

Institutional Standards:
1. Students who have special needs or who suffer from conditions medical or any type of physical, mental or emotional impairment that require accommodation reasonable, they must notify the Office of the Procurator for Persons with Disabilities of the Campus and the Office of the Coordination of Student Affairs of the School to the greatest as soon as possible in order to provide you with the necessary reasonable accommodation, in accordance with the laws applicable federal and state.
2. The student must comply with the institutional policies of the University of Puerto
Rich in relation to sexual harassment, the use and abuse of drugs and alcohol, discipline in the classroom of classes, academic honesty and information technologies, among others.

3. If the replacement of classes is required, the students will be consulted to arrive at a reasonable agreement.