



Course Prefix/Number: GDES / COMM 110
Course Title: Digital Foundations
Core Course
Class Meeting Times: UT 2:00 – 3:15 pm
Class Location: G 221

Instructor: Claire Giddings
Office Location: G 317
Email: cgiddings@auk.edu.kw
Office Hours: M 12-2pm, 3:30-5:30pm; U 10am-12pm; email for appointment

AUK Mission Statement:

The American University of Kuwait is a liberal arts institution dedicated to teaching, learning, and scholarship. The University offers programs that provide students with the knowledge and skills necessary for lifelong learning and professional success. AUK enriches society by fostering an environment that encourages critical thinking, effective communication, personal growth, service, and leadership.

Department/College Mission Statement:

The Art and Graphic Design Department degree program offers a balance of theory and practice in the art and science of visual communication. The program cultivates cultural and aesthetic sensibilities while emphasizing critical thinking, analysis, and problem-solving through the teaching of design history, methodology, and technologies to produce designers capable of producing meaningful designs in a diverse global community.

Catalog Course Description:

This course introduces students to fundamental principles and applications of design, emphasizing critical and cultural awareness of design issues and developing of technical skills. The notion of creative problem solving is particularly emphasized. Students develop expertise in major industry standard software packages. This course lays the foundation for further study of design.

Course Learning Outcomes:

Upon successful completion of the course, students will be able to:

- Work comfortably in a Mac environment

- Understand and make use of the Adobe User Interface
- Define, analyze and work with vector graphics “Illustrator”
- o Interface and navigation essentials
- o Selecting and transforming essentials
- o Working with color
- o Fills and strokes
- o Drawing and working with paths
- o Pen tool
- o Type in Illustrator
- o Layers
- o Bitmap graphics in Illustrator
- o Creating and using symbols
- o Perspective
- o Printing, saving and exporting
- Define, analyze and work with bitmap graphics “Photoshop”
- o Interface and navigation essentials
- o File formats, resolution and size
- o Cropping and transformation
- o Layers
- o Selection tools
- o Retouching images
- o Applying filters
- o Basic masking tools
- o Layer styles
- o Basic image adjustments
- o Sharing images
- Layout design “InDesign”
- o Interface and navigation essentials
- o Creating a new document
- o Grid essentials
- o Controlling pages
- o Working with text
- o Working with graphics
- o Managing and transforming objects
- o Working with color
- o Creating styles
- o Packaging and exporting document

Course Delivery/Methodology:

For this course we will be meeting as per the hybrid model defined by AUK and material will be presented through lectures, video tutorials and projects. All course materials will be posted on Moodle, which can be accessed at the course link. All assignments must also be submitted through Moodle. You will be completing the following evaluations for this course: 3 different projects (one for every software taught) and the delivery of a portfolio. To successfully complete this course, you must actively participate in class, present the projects on time and deliver the required materials for research, process and finished output by the posted due dates and times.

Required Textbook/Required Readings:

Adobe Illustrator 2021 Release Classroom in a Book
 Adobe Photoshop 2021 Release Classroom in a Book

Adobe InDesign 2021 Release Classroom in a Book

Recommended/Supplemental Readings:

Tutorials links for Adobe Illustrator, Photoshop and InDesign will be shared on Moodle every other week to complement the class lecture and project requirements.

Evaluations and Grading:

Evaluation Type	Weight
Project 1 Adobe Illustrator	30%
Project 2 Adobe Photoshop	30%
Project 3 Adobe InDesign	30%
Portfolio	5%
Participation	5%
Total	100%

The project evaluation is based on the assessment of the student research, process and final output, with the following percentages: Research 20%, Process 30%, Final output 50%

AUK Official Grading Scale:

Letter Grade	Percentage	University Points
A	94-100	4.0
A-	90-93	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	0-59	0.0

AUK Attendance Policy:

Any student who misses more than 15% of class sessions of any course during a semester should expect to fail, unless she/he submits documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absence as determined by the course instructor. If a student does not submit documented evidence for her/his absence exceeding the limit, it is the student's responsibility to withdraw from the course by the specified deadline, as indicated on the academic calendar. Students who withdraw from a course receive a grade of "W". Students who do not withdraw

from a course nor submit supporting documents for excessive absences will receive a grade of “FN” (failure for non-attendance).

Code of Academic Honesty and Integrity:

Upon admission to the American University of Kuwait, students agree to act responsibly in all areas of academic, personal and social conduct and to take full responsibility for their individual and collective action. Such regulations are found in the American University of Kuwait Catalogue, Student Handbook, and the AUK website at www.auk.edu.kw. Any question of interpretation regarding the code of academic honesty and Integrity shall be reported to the appropriate academic dean. The Code shall be reviewed annually at the discretion of the academic deans. Any student or student organization found to have committed the cited violations or misconduct, either on or off campus, is subject to the disciplinary sanctions outlined in adjudication procedures.

Plagiarism:

The term “plagiarism” includes, but is not limited to, an attempt of an individual to claim the work of another as the product of his or her own thoughts regardless of whether that work has been published. Plagiarism includes, but is not limited to, quoting improperly or paraphrasing text or other written materials without proper citation on an exam, term paper, homework, or other written material submitted to an instructor as one’s own work. Plagiarism also includes handing in a paper to an instructor that was purchased from a term paper service or downloaded from the Internet and presenting another person’s academic work as one’s own.

Cheating:

The term “cheating” includes but is not limited to, copying homework assignments from another student; working together with another individual on a take-home test or homework when not approved by the instructor, looking at and/or copying text, notes or another person’s paper during an examination when not permitted to do so. Cheating also includes the giving of work information to another student to be copied and/or used as his or her own. This includes but is not limited to giving someone answers to exam questions either when the exam is being given or after having taken an exam; informing another student of specific questions that appear or have appeared on an exam in the same academic semester; giving or selling a term paper, report, project or other restricted written materials to another student.

Academic Support:

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two centers: the Tutoring Center and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: tutoringcenter@auk.edu.kw.

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: writingcenter@auk.edu.kw

Disability Accommodations:

AUK provides equal and inclusive educational environment in order to enable all students to meet and perform requisite academic standards and to participate in the opportunities and activities of its community. If you believe you can benefit from accommodations for a learning, physical, or mental health disability, [click here to book a session through the Counseling Center/Disability Services Booking Page](#), to ask about disability services at AUK, initiate an

accommodation plan, or receive disability services. You can also email counseling@auk.edu.kw if you need assistance in booking a session.

Course Policies/Student Responsibilities:

Tardiness

Arriving late to class is disrespectful and disruptive to all. Lectures and other in-class activities will start promptly at the beginning of class, and it is the student responsibility to make up for the covered materials during his / her absence and tardiness in attending the class.

Leaving during classroom

Any student leaving class once it has begun will be marked as ABSENT. Please inform me prior to start of class if you must leave early for that day.

Mobile phones and similar devices

These are not to be used in the classroom. There are no exceptions to this policy, as they cause disruption and noise, thus affecting other students.

Late and Missing Work Policy:

If the student has a valid reason, work can be turned in with a 2 sessions deadline after the official due date. The student must inform the instructor by writing (email) ahead of time of the reason for turning in the work late. After this period, one letter grade will be deducted per session.

Make-Up Work Policy:

Will be assigned on need basis.

Communication Policy:

Students can reach the instructor by email to cgiddings@auk.edu.kw and when necessary by an agreed upon zoom meeting on up to 15 minutes.

Please be sure to use your official AUK email account, write your full name, and indicate which class and section you are taking (Class ###, DAY/TIME section) when you send me an email. If you have a question, please check the syllabus first and if your question is not answered there, then please feel free to send an email and I will be happy to clarify. I respond to questions via email within 24 hours of receiving them; if I do not respond within 24 hours, please re-send the email. Please note I normally respond during working hours. Emails sent on weekends will be responded to on Sunday.

Technology Issues:

All assignments must be submitted through Moodle. However, you may experience trouble submitting an assignment due to technology or internet issues. If such a situation does arise and you are unable to submit your assignment through Moodle, please send me an email at nmatta@auk.edu.kw and include the **completed** assignment. Please make sure that you email me the assignment **before** the deadline as this documents that you did finish everything by the due date and time, but that you just had a technology issue. This will ensure that your assignment will be accepted, and you will not receive a late penalty. Once the technology or internet issue is resolved, please upload the assignment to Moodle. In general, always be sure to frequently save your files and keep backups of your assignments.

Syllabus Changes:

There may be changes to the schedule and syllabus during the semester. When this happens, I will inform you in class and over email.

Course Schedule:

Week	Topic	Assignments and Readings
1		
Session 1	Introduction to computer usage and platform	
Session 2	Launching Adobe Illustrator	Launch project 1
2		
Session 3	Adobe Illustration tools / menu	
Session 4	Project discussion	
3		
Session 5	Adobe Illustration tools / menu	
Session 6	Project discussion	
4		
Session 7	Adobe Illustration tools / menu	
Session 8	Project discussion	
5		
Session 9	Adobe Illustration tools / menu	
Session 10	Project discussion	
6		
Session 11	Project discussion	
Session 12	Project discussion	Project 1 due
7		
Session 13	Launching Adobe Photoshop / tools	
Session 14	Project discussion	Launch project 2
8		
Session 15	Adobe Photoshop tools / menu	
Session 16	Project discussion	
9		
Session 17	Adobe Photoshop tools / menu	
Session 18	Project discussion	
10		
Session 19	Adobe Photoshop tools / menu	
Session 20	Project discussion	
11		
Session 21	Adobe Photoshop tools / menu	
Session 22	Project discussion	
12		
Session 23	Project discussion	
Session 24	Project discussion	Project 2 due
13		
Session 25	Launching Adobe InDesign / tools	
Session 26	Adobe InDesign tools / menu	Launch project 3
14		
Session 27	Adobe InDesign tools / menu	
Session 28	Project discussion	
15		
Session 29	Adobe InDesign tools / menu	
Session 30	Project discussion	
16		
Session 31	Project discussion	
Session 32	Project discussion	
17		
Session 33	Review of all projects and portfolio discussion	Project 3 due
Session 34		Final portfolio due