



DEPARTMENT OF FINE ARTS

COURSE OUTLINE – Fall 2026

DD1204 (A2): Digital Design II – 3 (3-0-0) 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Mohsen Ahi Andy

OFFICE: C202

OFFICE HOURS: Please contact me to make an appointment

PHONE:

E-MAIL: MAhiandy@nwpolytech.ca

CALENDAR DESCRIPTION:

This course builds on Digital Design I, expanding students' knowledge of design software platforms. Through a combination of lectures and projects students will work with increasingly complex and nuanced approaches to design. Projects will focus on integrating a broader engagement with design contexts and contemporary trends, including the integration of AI in the design process.

PREREQUISITE(S): DD1104 Digital Design I 3

COREQUISITE(S): N/A

REQUIRED MATERIALS:

No textbook is required for this course. The primary project mediums will be digital. Software for digital projects, including Adobe Illustrator, Adobe Photoshop and Adobe InDesign, will be available in the Media Lab (Room A312).

To help you stay organized and get the most out of your Digital Design II course, please bring the following items:

Sketchbook – For brainstorming, planning compositions, sketching concepts, and taking notes before beginning digital work.



Drawing Tablet (Recommended) – A pen tablet or display tablet is recommended for digital illustration, image editing, and creative projects in Adobe Photoshop, Illustrator and InDesign. While not required, it can greatly improve precision and workflow.

USB Drive – Recommended for saving, backing up, and transferring project files between the classroom computers and your personal devices.

DELIVERY MODE(S): Lecture

LEARNING OUTCOMES:

By the end of this course students will be able to:

- Exhibit competency in industry standard software at an intermediate level.
- Employ the elements and principles of design through a variety of digital approaches.
- Develop digital design projects that require multiple stages of research, development and planning.
- Create projects that respond to current trends in graphic design.
- Utilize Artificial Intelligence into the design process to effectively and ethically refine digital workflows.

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.alberta.ca>.

**** For courses with alpha (letter) grading, a grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

EVALUATIONS:

Assignment	Value
Assignment 1. Campaign Identity Design	15 %
Assignment 2. Folded Publication	20 %
Assignment 3. Infographic Design	20 %
Assignment 4. Prompt to Design	15 %
Final Exam	15 %

Evaluation Criteria

Students will be evaluated based on the following:

- Proficiency in applying digital design principles and effectively communicating complex ideas through visual solutions.
- Creative and technical mastery of relevant design software, including advanced use of Adobe Illustrator and Adobe Photoshop, and developing competency in Adobe InDesign for layout and publication design.
- Ability to develop thoughtful, research-based design concepts that demonstrate awareness of contemporary design practices
- Effective integration of AI tools within the design process, demonstrating critical thinking, experimentation, and ethical approaches to emerging technologies.
- Active participation in critiques, collaborative discussions

Late Assignments

Deadlines must be met to avoid late penalties. Please allow sufficient time to complete, export, and submit your projects. Late submissions will be penalized as follows:

- 5% deduction within the first 24 hours after the deadline.
- 20% deduction for up to one week after the deadline (including weekends).
- 30% deduction for projects submitted more than one week late, up to two weeks past the deadline.
- Up to 50% deduction for projects submitted more than two weeks late, if received on or before the last day of class.

Please note that most institutions will not accept your course for transfer credit **IF** your grade is **less than C-**.

Grading Chart for courses with Alpha Grading:

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100		C+	2.3	67-69
A	4.0	85-94		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54



B-	2.7	70-72		F	0.0	00-49
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COURSE SCHEDULE/TENTATIVE TIMELINE:

Week	Topic
Thu Sep 03	Course Introduction, understand course objectives
Tue Sep 08	Revisit Adobe Illustrator and Photoshop Assignment 1. Campaign Identity Design
Thu Sep 10	Lecture: Campaign and visual identity system-1 Work on assignment 1
Tue Sep 15	Lecture: Campaign and visual identity system-2 Complex shape with Pathfinder tool
Thu Sep 17	Colouring tools, Appearance tool Work on assignment 1
Tue Sep 22	Work on assignment 1
Thu Sep 24	Assignment 1 due end of this class
Tue Sep 29	Lecture: Editorial design system Assignment 2. Folded publication
Thu Oct 01	InDesign Introduction and Workspace Assignment 1 Critique Session
Tue Oct 06	Creating documents and managing pages Work on assignment 2
Thu Oct 08	Text and text formatting, Graphics Work on assignment 2
Tue Oct 13	Work on assignment 2
Thu Oct 15	Work on assignment 2
Tue Oct 20	Assignment 2 due end of this class
Thu Oct 22	Assignment 3. Infographic Design Lecture: What's infographic?
Tue Oct 27	Paragraphing and Character tools Assignment 2 Critique Session
Thu Oct 29	Creating graph, charts and tables Work on assignment 3

Week	Topic
Tue Nov 03	Work on assignment 3
Thu Nov 05	Work on assignment 3
Tue Nov 10	Fall Break. No Class
Thu Nov 12	Fall Break. No Class
Tue Nov 17	Assignment 3 due end of this class
Thu Nov 19	Lecture: AI & the Contemporary Designer Assignment 4. Prompt to Design
Tue Nov 24	Lecture: AI, Authorship & Design Ethics Assignment 3 Critique Session
Thu Nov 26	Work on assignment 4
Tue Dec 01	Work on assignment 4
Thu Dec 03	Assignment 4 due end of this class
Tue Dec 08	Final exam Last chance to submit overdue assignments

STUDENT RESPONSIBILITIES:

Students are expected to dedicate a minimum of three hours outside of class each week to complete assignments and prepare for exams.

Regular attendance is required, as this course includes ongoing in-class activities, lectures, and tutorials. Information covered in class will not be repeated except under special circumstances.

Absences of up to two classes may be excused in cases such as illness or emergencies; students must notify the instructor as soon as possible in these situations. For each additional absence beyond this limit, a 2% deduction from the final grade may be applied. Consistent attendance is essential to support your learning, participation, and overall success in the course. Students who miss six or more classes may not be able to meet the course requirements and risk receiving a failing grade.

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available <https://www.nwpolytech.ca/about/polytechnic-leadership/policies-directory>.

****Note:** all Academic and Administrative policies are available on the same page.

USE OF AI TOOLS IN THE LEARNING PROCESS:

AI is becoming an increasingly important part of the design industry, and we encourage you to approach it thoughtfully and responsibly throughout your studies. In this class we treat AI as a practical tool that can support your work, rather than a separate subject to study, with your own ideas and judgement always at the centre. You're welcome to use AI in your project work, for example to help with idea development, research, or production, as long as you're open about where and how you've used it. We place a strong emphasis on originality, critical thinking, and transparent use, so that AI supports your creativity rather than replacing it.

Note: Specific expectations, guidelines, and permitted uses of AI may vary between projects. The instructor will communicate the appropriate use of AI, including any project-specific requirements or limitations, as part of each assignment.