

COURSE OUTLINE		
TERM: Fall 2026	COURSE NO: IXD 101	
INSTRUCTOR:	COURSE TITLE: Digital Media and Generative AI	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Sk̓wx̓wú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səlilwətał (Tsleil-Waututh), shíshálh (Sechelt), Sk̓wx̓wú7mesh (Squamish), and xʷməθkʷəy̓əm (Musqueam) Nations.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through online or other activities for a 15-week semester. May be offered in an online or mixed-mode format.

COURSE PREREQUISITES/CO-REQUISITES

None

CALENDAR DESCRIPTION

This course introduces students to the tools, roles and responsibilities of a digital image creator. Students gain technical knowledge of image-making software for raster, vector and AI-generated digital media. Visual design fundamentals are also explored through composition, balance, and juxtaposition. This course examines the fair use of media and copyright from both a producer's and an end user's perspectives.

REQUIRED TEXTS AND/OR RESOURCES

Details on recommended texts and readings, if any, will be supplied by the instructor.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Articulate intellectual property rights, copyright, the appropriate use of stock media, and PIPEDA.
- Identify the fundamental principles of raster and vector media.
- Create and manipulate digital images using vector- and image-editing software.
- Create media using generative AI tools while adhering to efficient and ethical constraints.
- Demonstrate fundamental principles of composition, balance, and juxtaposition.
- Support production-related requirements for digital design projects.
- Practice appropriate and effective group critique techniques.

COURSE CONTENT

Students should expect to spend at least 4 hours per week on course readings, collaborative projects, and assignments. This time commitment is in addition to scheduled class time.

Week	Topic
1	Copyright, intellectual property, use of stock media and royalty free media. Responsibility of a designer/creator, Impacts of design choices, PIPEDA.
2-5	Overview of vector software – Adobe Illustrator: vector image making, artboards, layers, objects/shapes, masking and pen tool, colour profiles, file packaging
6-9	Overview of raster software – Adobe Photoshop: raster image editing, selection stools, layers, fill, standard units of measure, colour profiles, filter, smart tools
10-12	Generative AI for image creation: AI model comparisons, prompt optimization, intellectual property, self-evaluation of outputs
13	Asset export and image compression for print, web and digital production
14	Review: Principles of raster and vector media types, compare standard units of measure and pixel density. Colour profiles for print and digital design: discuss projected vs reflected light. Intellectual property rights.
15	Review (no final exam)

EVALUATION PROFILE

This course consists of several assignments. No one assignment will be valued at more than 35% of the final grade.

Assessment	% of Final Grade
Participation & Professionalism	10-15%
Assignments	50%-90%
Quizzes/Midterm	0%-40%
Total	100%

Participation & Professionalism

Refer to the IDEA School of Design [Academic Performance policy](#).

Students will be evaluated on their active participation and engagement, accounting for up to 15% of the course grade. The instructor will determine the evaluation criteria for participation, and it cannot be solely based on attendance.

Participation and professionalism can be demonstrated during both synchronous (live) and asynchronous (self-paced) classes through clear verbal and written communication, peer support, giving and receiving constructive critique, sharing work-in-progress, reflection, and an ongoing curiosity about the subject matter.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible for determining from the instructor the outstanding requirements of the course.

Late Assignments

Refer to the IDEA School of Design [Academic Performance policy](#).

All late assignments will receive a penalty of a 20% deduction for each period of 1 to 7 days that an assignment is late.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor. Accommodations can be made to honour community needs and traditional practices.

Attendance

Refer to the IDEA School of Design [Academic Performance policy](#).

Students are expected to attend all classes and associated activities. Students who are absent for more than three classes without permission from the instructor may fail the course. At the instructor's discretion, students may be marked absent for arriving more than 15 minutes late, leaving class early without permission, or turning webcams off for extended periods.

Students are responsible for:

- Informing the instructor and division assistant in writing if a class will be missed.
- Maintaining assignment due dates.

Obtaining any missed class materials from their peers. It is not the instructor's responsibility to provide students with instruction that was missed during class time.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Refer to the IDEA School of Design [Student Code of Conduct](#).

Students may use electronic devices during class for course-related purposes only, unless they have a documented accommodation requirement from Accessibility Services. Use of the internet, social media or e-mail during class is limited to program-related work.

On-line Communication

Outside of the classroom, instructors will communicate with students using either their official Capilano University email or MS Teams; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only. Students and instructors are encouraged to respond to online communications within 2 business days.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-services/>

Capilano University Security: download the [CapU Safe Alert App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;

- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence

Policy and B.401.1 Sexual Violence Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

Department policies are provided to all students at the start of the term and available at all times on the online department resource hub. Students can also request a policy by emailing idea@capilanou.ca.

Refer to the following IDEA School of Design policies:

- Academic Performance policy
- Student Code of Conduct
- Plagiarism Policy
- AI Policy