

**Digital Tools -**

PUDT 1106 – A

Rm – 403 @ 55 West 13<sup>th</sup> St.

Fall 2004

Instructor: Rees Shad

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This class will serve as an introduction to Basic HTML, Web site design & development, Adobe Photoshop, Adobe Image Ready and Adobe Illustrator. We will explore and familiarize ourselves with the interfaces of the software and learn to use these tools in our work. Projects will primarily involve web-based media, but there will be one or two print based projects as well. In addition, this class will offer discussions in typography, interface design, and usability.

**Text:**

[HTML for the World Wide Web\(5<sup>th</sup> Ed.\)](#) by Elizabeth Castro (\$15.39 on Amazon.com)

**In Class requirements:** As this class involves each student working on his or her individual work station, it is imperative that outside distractions such as instant messaging, unrelated e.mail, internet surfing, and focus on any outside endeavors be understood as objectionable. It is a distraction to others and disrespectful to the instructor. If I see it happening, I will not interrupt class anymore than to dismiss the offending student, and no attendance will be credited to that student for the day's class. Cellular phones are also not tolerated. Turn the ringers off and put them away.

**Attendance:** is mandatory. Absences due to reasons of poor health or personal emergencies must be cleared in advance with the instructor when ever possible. My phone # is listed at the top of this page. More than one unexcused absence will cost the offending student an entire letter grade. Three or more absences will earn the student a non-passing grade.

**Lateness:** I consider students who are more than 10 minutes late for a class absent. While you will not be given attendance credit for a class that you are late for, you will be given normal in class credit and credit for projects handed in on time.

**Project Requirements:** All projects must be original works online and prepared for my review the Wednesday morning before class. Any cases of **plagiarism** will be taken to the dean and result in dismissal. If you have any questions regarding your work on this issue, it is extremely important you ask me in advance of handing the work in. If I find evidence of plagiarism, it will be too late. This applies to all your work at Parsons. At the end of term, you will be expected to hand in your entire term's work on CD-rom.

In class work must be reviewed by the instructor prior to the end of class. Final versions must be supplied in application format and with all relatable files intact on the end of term CD-rom.

## Week One

**Class introduction**

**HTML introduction:**

- Editors & Browsers
- HTML overview
- Structure of HTML document
- Tags & Basic Attributes

**In Class:** Explore the items above

**Reading:** Castro Chapters One, Two, & Three (*Web Page Building Blocks, Working with Web Page Files, Basic (X)HTML structure*)

## Week Two

**HTML continued:**

- File Hierarchy
- Arranging on a page
- Images
- Lists
- Links

**In Class:** Explore the items above

**Reading:** Castro Chapters Four, Seven, & Appendix A (*Basic (X)HTML Formatting, Links, (X)HTML Elements and Attributes*)

**Project:** Design and create a simple home page

## Week Three

**HTML continued:**

- Frames
- Tables
- More Attributes

**In Class:** Explore the items above

**Reading:** Castro Chapters Fourteen & Fifteen (*Tables, Frames*)

**Project:** Design and create a simple series of web pages (Home page, as well as pages for your Bio, HTML Projects, Photoshop projects, Image Ready projects, Illustrator projects, and Final Project)

## Week Four

**Illustrator:**

- Interface Basics: Introduction to the tools
- Guides & Ruler
- Selection Tools
- Pen Tools
- Layers & Grouping
- Shape Objects
- Type Tool

**In Class:** exercises with Illustrator

**Reading:** Castro Chapter Six (Using Images)

**Project:** Create the logo for a design company of your invention and use it to create an alternate home page for your web site. Also place the illustration in your illustrator page as "Illustrator assignment #1" In addition, bring in an article that caught your eye from the newspaper & consider how you might illustrate such an article.

## Week Five

**Illustrator :**

- Transformations
- Line Tools
- Pencil & Brush Tools
- Shape Objects

**In Class:** Create an illustration to go along with the previous assignment's newspaper article and put it up on your site as "Illustrator assignment #2."

**Project:** Improve upon the In Class illustration and place on web site

## Week Six

**Illustrator:**

- Gradients
- Transparency & Masking
- Filters

**In Class:** Critique of illustrations

**Project:** Create a logo and candy wrapper design for the new **CHOCO•MOTION™** chocolate bar (or laxative). Bring in a mock-up of your design and get a complementary digital photo of your mock-up on your site under "Illustrator Assignment #3"

## Week Seven

**Photoshop Introduction:**

- Interface Basics: Introduction to the tools
- Guides & Rulers
- Document basics: creation, size & resolution
- Importing Images
- Saving files
- Optimizing images for the web

**In Class:** Explore the items above

**Reading:** Castro Chapters Five (Creating Web Images)

**Project:** Bring in three images for week eight in-class project. The images should be compelling as they will be the foundation of the next few assignments. Make sure that the images are dissimilar. Prepare these and give them each their own web page on your site accessible from your Photoshop page's "Assignment #1" link.

## Week Eight

**Photoshop:**

- The file browser

- Selection Tools
  - Marquee, Lasso, Crop, Magic wand, Eyedropper
- Transform Functions
- Layers
- Color Pickers

**In Class:** Manipulating our image. Force a different perspective on the scene

**Project:** Alternative Universe - Using the tools we've been introduced to so far, create an alternative universe to that which your class assignment presents. Upload to your site for "Photoshop Assignment #2."

## Week Nine

**Photoshop:**

- Dark Room Metaphor in the Toolbox
  - Clone Stamp, Burn & Dodge, Smudge
  - Image Adjustments
- Paint Tools & Brush Settings
- Filters
- Paint Tools & Brush Settings
- History

**In Class:** Introduce foreign elements from one of your images into another as transparently as possible.

**Project:** Using the tools and techniques we've been introduced to so far, create a narrative of some kind by manipulating one or more of your images. Upload to your site for "Photoshop Assignment #3." Also bring in examples of what you think are successful and unsuccessful sites. Be prepared to explain your choices. E.mail me the links the Wednesday before Week 10's class.

## Week Ten:

**Usability in Interface Design:**

- The Need
- Knowing Your Audience
- Forms of Testing

**Project:** Design the layout for a new Home page in Photoshop

## Week Eleven

**Photoshop/Illustrator:**

- Typography
- The type tool
- Spell checking

**In Class:** Photoshop Tennis

**Project:** Design the layout for a new Home page in Photoshop

## Week Twelve

**Photoshop/ImageReady:**

- Slicing
- Layer conversion

**In Class:** Create a web ready page from the previous homework assignment  
**Project:** Improve your website, consider how best to create consistency in overall design of pages and usability of interface.

### **Week Thirteen**

**Project** Critique of websites

**Project:** Continue to rework your website in preparation for final critiques.

### **Week Fourteen**

**In Class:** Design Tennis

**Final Project:** Put your best foot forward! Prepare your best Photoshop or ImageReady work in a digital portfolio (online) for critique. You may create entirely new work if you wish. Prepare a CD-rom of the terms work to be handed in before your critique presentation. **Failure to do so will dramatically reduce your final grade.**

### **Week Fifteen**

Final Critiques

#### **How grading is calculated:**

Projects: %40

In Class Participation: %20

Final Critique: %10

Attendance: %20