

Digital Tools -

PUDT 1106 – A

Rm – 403 @ 55 West 13th St.

Fall 2005

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This class will serve as an introduction to the essential tools for any digital designer or artist's toolbox. The class will cover basic HTML, Web site design & development, Adobe Photoshop, Adobe ImageReady, Adobe Illustrator, and Apple's ilife bundle. We will explore and familiarize ourselves with the interfaces of the various 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 (5th Ed.) by Elizabeth Castro
(\$15.39 on Amazon.com)

Necessary Materials:

- Portable memory solution such as portable hard drive or memory stick with at least 500mb available for transporting work to and from class
- Blank CD-R(s) for final deliverable
- Blank DVD-R
- Disposable video camera (available at CVS) if a digital video camera is not available to you. In the case that one is available, you will require one blank mini DV tape.
- Sketch book & pen or pencils

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, please do not hesitate to use it. 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 with all relatable files intact 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.

THE TERM:

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 iMovie projects)

Week Four

Illustrator introduction:

- 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 continued:

- 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 continued:

- 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 continued:

- 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."

In addition, please purchase a disposable digital VIDEO camera¹ from CVS and record 5-10 minutes of footage. Process the video onto DVD in time for class eleven.

Week Nine

Photoshop continued:

- 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 by the Tuesday before week ten's class. In addition, your video should be shot and getting processed by now.

Week Ten:

Usability in Interface Design:

- The Need
- Knowing Your Audience
- Forms of Testing

Photoshop/Illustrator continued:

- Typography
- The type tool
- Spell checking

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

Week Eleven

Photoshop/ImageReady:

- Slicing
- Layer conversion

In Class: Create a web ready page from the previous homework assignment

¹ If you have access to a digital mini DV camera or intend to rent a unit from the Knowledge Union(which you should do ASAP), please purchase a mini DV tape and proceed with the assignment

Project: Improve your website, consider how best to create consistency in overall design of pages and usability of interface.

Week Twelve

iMovie introduction:

- Movie making
- Formats
- Importing
- Working with clips
- Time line
- Transitions

In Class: Web Site critique. Creating your first movie in iMovie. Save as "iMovie project #1" and upload to your site.

Project: Create a storyboard for your next film. Select music (legally purchased and not from iTunes online store) for your film and bring to class.

Week Thirteen

iMovie continued:

- Titles
- Adding images
- Adding audio
- Effects
- Exporting
- Time lapse & animation

In Class: Working from your storyboard, create your film, add music, export to tape, and up load to your site as "iMovie Project #2"

Project: Refine your film further and upload to site as "iMovie Project#3."

Week Fourteen

iMovie, iDVD, GarageBand:

- Creating chapter markers for iDVD
- Adding Movies to DVD
- Creating DVD slide shows
- Customizing iDVD menus
- Sound Design
- GarageBand overview

In Class: Design Tennis

Final Project: Put your best foot forward! Prepare a CD-Rom of your term's work to be handed in before your critique presentation. Please test the CD on another system assuring that all files are

readable. Failure to provide this CD 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