

**Digital Design 101: Introduction to the Digital Toolbox**  
**Professor TBA**

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**Course description:**

This course provides students with a foundational understanding of the essential software for beginning their careers as digital designers. These will include the Adobe Creative Suite software (Photoshop, Illustrator, ImageReady, & InDesign), Apple's iMovie, Garageband, and KeyNote as well as Microsoft's Power Point. The class will provide an overview of the various interface elements and program capabilities through a variety of engaging design projects.

The course allows students who are considering pursuing the Associates degree in Digital Design to sample the many different possible directions and methodologies that they might follow.

**Course objectives:**

By the end of the course, students will have learned:

- An introduction to the Apple operating system
- The essentials of the Photoshop interface, image manipulation, and correction
- A variety of approaches for importing and exporting images
- The essentials of the ImageReady interface, image optimizing, and simple web page prototyping
- The essentials of the Illustrator interface, image creation, and the power of vector based imaging
- The essentials of the InDesign interface, page layout, and print production methods
- Basic typographic terms and considerations
- The essentials of the iMovie interface, importing and exporting digital video files, and working with digital video.
- The essentials of the GarageBand interface, importing and exporting audio files, and rudimentary sound design methods
- The Essentials of KeyNote & Power/Point
- Important presentation skills

**Credit Hours:**

3 hours

**Pre-requisites:**

- None

**Required readings:**

*A Primer of Visual Literacy* by Donis A. Dondis

*Design Fundamentals For the Digital Age* by Linda Holtzschue & Edward Noriega

*Design Culture Now* edited by Donald Albrecht, Ellen Lupton & Steven Skov Holt

*The Macintosh iLife '06* by Jim Heid

Article Pack:

AP1 - Chapter 5 of *A Typographic Workbook* by Kate Clair  
Parts of a Character

AP2 - Chapter 8 of *A Typographic Workbook* by Kate Clair  
Measuring Type/ Leading/ Kerning/ Ligatures

**Strongly suggested:**

While this class has not been designated as 'web-enhanced,' it is strongly urged that students wishing to take full advantage of the class have:

- Some familiarity with the Internet;
- Access to the Internet from home or elsewhere
- An active email account.

**Due dates:**

Late assignments will not be accepted without a physician's or counselor's note.

**Grading:**

10 design projects	65
Mid Term Presentation	10
Final Presentation	10
Participation	15
<b>Total</b>	<b>100</b>

**Grades:**

90-100	A
80-89	B
70-79	C
60-69	D
0-50	F

There is no R grade in this course.

**Introductions to the Digital Toolbox (IDT) assignments:**

This course will be an organic mix of lecture and practice with the professor working to explain the concepts, give examples, and also oversee how well students grasp the concepts discussed as they work on assigned projects. There will be 11 projects over the 15 week course, as well as two major presentations followed by critique.

Assignment	Type	Date	Graded Points
Image manipulation (still life)	Studio/ Take-home	P1	5
Interface 1	Studio/ Take-home	P2	5
Interface 2	Studio/ Take-home	P3	5
Narrative Scene	Studio/ Take-home	P4	5
Alternate Narrative	Studio/ Take-home	P5	5
Orthographic View	Studio/ Take-home	P6	5
Orthographic Study	Studio/ Take-home	P7	10
Storyboarding	Studio/ Take-home	P8	5
Motion Narrative	Studio/ Take-home	P9	5
Synching Sound	Studio/ Take-home	P10	5
Presenting Yourself	Studio/ Take-home	P11	10
<b>Total</b>			<b>65</b>

**Notes on the grading criteria:**

Work will be evaluated according to the following criteria:

- Mastery of the assigned software's interface
- Understanding of issues introduced
- Originality of approach
- Presentation

**The ITD assignments:**

What follows are brief descriptions of the ITD assignments students will be doing over the course of the term. Detailed instructions will be provided in-class. Without a physician or counselor's note, late assignments will not be accepted and so will receive a grade of 0.

**Image manipulation (still life)**

Each student will take and/or import a series of photographs of objects, places, or people they feel connected to in some way. These images will be manipulated and collaged into a still life image that reflects its author's state of mind or mood. Consideration of content, message, over-all composition and aesthetic will be important.

**Interface 1:**

Each student will design an original web interface for a local company or service in Adobe's Photoshop. This interface should have several interactive elements within a layer-based design that are planned, but not yet built. This project will require that the student strongly consider the end user experience, company or service intention, and overall compositional aesthetic.

**Interface 2:**

In this project, the designs from Interface 1 will be divided up into layer based slices, translated into an imageReady file, optimized for optimal download speeds, injected with interactivity, and exported as an HTML file for presentation in class.

**Digital Drawing (self-portrait)**

Each Student will create a black and white self-portrait – this time in the form of a digital line drawing that will take into consideration line weight, negative space, perspective, and density.

**Narrative Scene**

Each Student will create a black and white narrative scene from a digital photograph that they themselves have taken – this piece will be a digital line drawing that takes into consideration content, realism in depiction, minimalist issues, line weight, negative space, perspective, and density of form.

**Alternate Narrative Scene**

In this project, students will exchange files and rework each other's narrative scene with a mind toward switching the narrative's focus. Experimentation with the various Illustrator tools is expected with a focused and restrained eye toward purpose.

## **The ITD assignments (continued):**

### **Orthographic View**

Here students will create a small sculptural form, and photograph it from all six sides. These images will accompany a brief overview paragraph to describe the still life. The challenge here is to create a piece using InDesign that conveys the subject successfully.

### **Orthographic Study**

In this project students hone their orthographic assignment and produce two versions of the piece – one made from a set of photographs, another made from a set of digital illustrations. These two approaches should complement each other while also being able to stand on their own. They will be printed and presented on project boards for presentation and critique. This project requires that the student pay attention to information design issues as well as aesthetic concerns.

### **Storyboarding**

Storyboarding is a design system for communicating motion graphic events. The practice forces decisions regarding scene selection, setting, camera angle, transitions, and much more. In this project each student will create a sketched storyboard which will be digitized and organized using InDesign for print out and presentation.

### **Motion Narrative**

Using the Storyboard as a guide, create a *silent* motion graphic of the narrative. This can be live action video, a slide show, a simple animation or a combination of all three. Keep the length of the film between 30 and 60 seconds.

### **Synching Sound**

Using GarageBand, create a series of sound effects or elements of music for your film. Combine the two and present your finished film to the class.

### **Presenting Yourself**

Using KeyNote or PowerPoint create a presentation of your term's portfolio and present it for the final critique. Feel free to return to any projects and improve upon them.

## **Participation:**

A student's participation grade is based primarily on their attendance and participation in class. Every student begins the term with 15 participation points. Attendance is mandatory for every single scheduled class. For each class missed, 4 participation points will be deducted. Tardy students will have 2 participation points deducted. More than three absences amounts to a failure, as a student may not earn less than 0 participation points.

## **Academic policies (from Catalogue):**

Hostos Community College believes that developing student's abilities to think through issues and problems by themselves is central to the educational process. Since the Hostos College degree signifies that the student knows the material s/he has studied, and the practice of academic dishonesty results in grades or scores that do not reflect how much or how well the student has learned, understood, or mastered the material, the College will investigate any form of academic dishonesty brought to its attention. If the charge of academic dishonesty is proved, the College will impose sanctions. The three most common forms of academic dishonesty are cheating, plagiarism, and bribery.

**Cheating (from Catalogue):**

In the collegiate setting, cheating is defined as the purposeful misrepresentation of another's work as one's own. Faculty and students alike are responsible for upholding the integrity of this institution by not participating either directly or indirectly in act of cheating and by discouraging others from doing so.

**Plagiarism (from Catalogue):**

Plagiarism is a form of cheating which occurs when persons, even if unintentionally, fail to acknowledge appropriately the sources for the ideas, language, concepts, inventions, etc. referred to in their own work. Thus, any attempt to claim another's intellectual or artistic work as one's own constitutes an act of plagiarism.

**Bribery (from Catalogue):**

In the collegiate setting, bribery involves the offering, promising, or giving of items of value, such as money or gifts, to a person in a position of authority, such as a teacher, administrator, or staff member, so as to influence his/her judgment or conduct in favor of the student. The offering of sexual favors in exchange for a grade, test score, or other academic favor, shall be considered attempted bribery. The matter of sexual favors, either requested or offered, in exchange for a grade, test score or other academic favor, shall also be handled as per the Sexual Harassment procedures of the College.

**College attendance policy (from Catalogue):**

Students are expected to attend all class meetings in the courses for which they are registered. Classes begin at the times indicated in the official schedule of classes. Arrival in class after the scheduled starting time constitutes lateness.

The maximum number of absences is limited to 15% of the number of scheduled class hours per semester and a student absent more than the indicated 15% is deemed excessively absent. Attendance is monitored from the first official day of classes. In the case of excessive absences or lateness, the instructor has the right to lower the grade, assign a failing grade, or assign additional written work or readings.

Absences due to late registration, change of program, or extenuating circumstances will be considered on an individual basis by the instructor. Each department and program may specify in writing a different attendance policy. Instructors are required to keep an official record of student attendance and inform each class of the College's or department attendance policy.

**NOTE:**

- Any work missed during any period of absence must be made up by the student.
- To meet financial aid criteria, a student must attend class at least once in the first three weeks and once in either the fourth or fifth week of class.

**Course schedule:**

Readings must be completed for each class. Not all assigned texts will be discussed in class or covered in the class lectures.

CLASS	ITD Project Due	ROOM	TOPIC	READ FOR TODAY
1		TBA	Class Introduction Presenting the Apple Interface Backing up Data Importing & exporting images Introduction to Photoshop	No reading
2		TBA	Photoshop interface	No reading
3	P1	TBA	Photoshop interface continued	Dondis' <i>A Primer of Visual Literacy</i> Pp. 28-39
4	P2	TBA	ImageReady interface Optimizing images Interface Prototyping	No reading
5	P3	TBA	Illustrator Interface	No reading
6	P4	TBA	Illustrator Interface continued	Holtzschue & Noriega's <i>Design Fundamentals For the Digital Age</i> Chapter 4
7	P5	TBA	A brief history of typography from calligraphy to the desktop Placing type	AP1 & AP2
8		TBA	InDesign Interface	No reading
9	P6	TBA	InDesign Interface continued	Albrecht's <i>Design Culture Now</i> - Pp. 62-93
10	P7	TBA	Adobe Creative Suite compatability Smart Objects Bridge	No reading
11		TBA	Apple iMovie Importing and exporting video Simple editing	The Macintosh iLife '06 iMovie Chapter
12	P8	TBA	Apple iMovie Titling & Sound	
13	P9	TBA	Apple GarageBand Sound Design Basics	The Macintosh iLife '06 GarageBand Chapter
14	P10	TBA	Creating the Final Project Presenting with KeyNote/PowerPoint	No reading
15	P11	TBA	Final Presentation	No reading

COURSE ID	-
PASSWORD	-