



SYLLABUS

There are many tools that can be used to create digital design, this course will be an introduction to the methods of how to use these tools, and an overview of the language or coding of the tool. In addition to the technical side of design we will be discussing the elements of design, the creative process, and constructive critique. Concepts and programs to be covered are as follows: the creative process, design principles, adobe photoshop, illustrator, typography, intro to HTML, intro to CSS, golive/dreamweaver, and perhaps a bit of flash and php.

The content that we will cover will be a starting point for each program, its my hope that as you get acquainted if you find an area of design you are intrigued by you will continue exploring more advanced techniques in this area.

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---WEEK ONE

DAY ONE::

The Creative Process

–Why its important

–Components of Creativity

- Rhythm (preparing ourselves to be equipped for creative moments)
- Unbound (the limits we have on creativity)
- Curious (how to identify new creative options)
- Collaborate (smashing together ideas for new creativity)
- Innovate (phases of personal creative growth)

Why the creative process is significant to understand

Creative Rhythm – Time

Creative Rhythm - Energy?

Creative Rhythm - Stimulus

Creative Rhythm - Focus

Creative Rhythm – Relationships

IN CLASS Reading - "The War of Art" by Steven Pressfield

- Excerpt at: <http://www.glycoreview.com/show.php?cid=892>

HOMEWORK - Day One

*Stimulus - 3 examples of what you consider examples of great design (at least one should be a website). You should have a hard copy to show the class or a url to share.

- Write a few sentences about what you think makes the work so effective.

*Also complete Day One worksheet on Creative Rhythm

DAY TWO::

Elements of Design

Line, shape, texture, value, composition, space

Principles of Design

Movement, balance, emphasis and unity

IN CLASS Project - Day Two

Make 3 compositions for an element of design.

- Work by hand on paper.

- Be creative and be ready to explain how your composition is an example of a good use of that element of design.

HOMEWORK - Day Two

*Make 3 compositions for a principle of design.

- Use either digital design program (Photoshop or Illustrator) or feel free to work by hand on paper.

- Keep those creative juices flowing! Complete worksheet #2.

DAY THREE::

The difference between Photoshop and Illustrator

An introduction to Photoshop

About layers, importing photos, shortcuts, resolution and print quality

Cropping, cloning, curves, color correction

Extraction with pen tool selection

Selection for hue change –

Masking

Preparing images for web (Making a gif animation?)

IN CLASS practice – Day Three

use car photos and change color hue

HOMEWORK – Day Three

*Photo manipulation

*Also, chose a photo of yourself (preferred) or anyone else chosen and ready for our in class project tomorrow.

DAY FOUR::

Finish any Photoshop concepts that were not completed prior

Introduction to Illustrator – the difference between pixel based and vector design

The pen tool in illustrator

Using text in illustrator, distortion options,

also create outlines to handletter type

Symbols

IN CLASS Project – Day Four

Portrait (self portrait) in line contour from illustrator

HOMEWORK – Day Four

*Make a concert poster using both Photoshop and Illustrator of a band or musician that is of interest to you. Be creative and have fun with it! Be prepared to talk about the principles and elements of design that you used in the poster when sharing tomorrow.

DAY FIVE::

Typography day, hooray!

Design

Basic Type Anatomy

Major Typeface Classifications

Letterspacing

Type Measurement

Font-Type Definitions

Aliasing and AntiAliasing (<http://www.widearea.co.uk/designer/anti.html>)

IN CLASS Project - Day Five

Alter a font in Illustrator to make a "typographical logo"

- The text should be your name (first, last, or full) and should fit your personality.

HOMEWORK - Day Five

Create a font over the weekend (it can be an alteration of an already existent font)

- Trial version of ScanFont: <http://www.fontlab.com/font-converter/scanfont/>

---WEEK TWO

DAY SIX::

Go over all of your super-fabulous fonts

More on Illustrator

3d revolve effects, blending and mesh

Blend mode

More layout tools

IN CLASS Practice - Day Six

design glassy buttons

HOMEWORK - Day Six

*Project, take any object and make it look as realistic as possible

Resources and examples: Look at Yukio Miyamoto and Takashi Morisaki

DAY SEVEN::

Introduction to HTML

Overview of basic tags [head, body, break, etc.]

Text formatting, and images and tables

Ordered lists

IN CLASS Practice - Day Seven

develop a simple HTML webpage, name at the top, an image

HOMEWORK - Day Eight

Pimp out your page a little bit with some color and design as well as a and a table

DAY SEVEN::

More HTML (more advanced scripting)

Incorporate Photoshop/Imageready

Discuss loading and the concept of slices, using layers

IN CLASS PRACTICE - Day Seven

A sliced up website

HOMEWORK – Day Seven

Make 3 banner ads (they should be for 3 locations in the world you REALLY want to visit)

DAY EIGHT::

Introduction to CSS

Why use CSS?

Type selector, class selectors, ID selectors, descendent selectors.

Background images, font and header choices, link states

HOMEWORK – Day Eight

Create a very simple CSS scripted web page

DAY NINE::

Introduction to Golive and/or Dreamweaver

Incorporate in imageready and photoshop images for clickable images

Also HTML viewing (create and toggle to HTML)

http://www.accelerate.com/adobe_training/golive_training.htm

working with adobe bridge?

HOMEWORK – Day Nine

Making a website with at least 5 pages

DAY TEN:: [not on the computers this day... may do day 13 lesson today instead]

PHP Scripting? (if not we will cover InDesign)

HOMEWORK – Day Ten

TBA

DAY ELEVEN::

intro to flash scripting – 3.0

animated rollovers

basic timeline control

library management

movieclip properties

HOMEWORK – Day Eleven

Creating an animation (along the lines of the iPod tutorial)

DAY TWELVE::

lecture on the nature of branding and creating an visual identity

give many examples of brand identities

discuss the efficiency of their holistically branded company.

special project development :: [more details TBA]

IN CLASS and HOMEWORK – Day Twelve

Start working on your concept development of your brand identity.

DAY THIRTEEN::

special project development, discuss and generate ideas.

Meet with team members.

Meet with me for progress

DAY FOURTEEN::

Presentation and constructive critique of special projects