Digital Media & Design I

IDEA/CIS 185Z

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Course description

This introductory survey explores practices in design and digital media through a series of design workshops, exercises, and projects. Advancing each week towards an independent project in a specific design modality, participants will hone their skills as makers and thinkers while developing a portfolio of original work for both print and web. While it is primarily concerned with visual experimentation and individual expression, this course also exposes students to critical topics in media and design through readings, seminars and student presentations. Techniques surveyed in this course include: digital imaging and animation (Adobe Creative Cloud), creative coding (Processing), and visual communication.

Course objectives

- Students will learn to conceive, plan, execute, and present images that critically engage form and content.
- Students will become independent agents in learning new skills and techniques in creative software.
- Students will learn to think creatively and critically about the role of technology in visual media.
- Students will become critical makers through an iterative, hands-on creative process which validates making and doing as vital forms of communication and expression.

Materials Needed

- Computer + 3-button mouse ([minimum system requirements can be found here](#))
- Adobe Creative Cloud subscription
- Reliable internet connection

Grading Scale

94-100 A	
90-93 A-	
87-89 B+	77-79 C+
84-86 B	74-76 C
80-83 B-	70-73 C-
	<70 R

Additional information

Grading is based on student attendance, homework, participation, student presentations and discussion, and project performance. Attendance is mandatory. Students with more than three absences cannot successfully complete this course.

Week 1

June 27 – July 1

- Introductions + course overview
- Course materials review
- Digital imaging workshop and exercises
- Mentored studio/work sessions
- Project 1: Image composition and digital compositing

Extra Notes: *TBA*

Week 2

July 4 – 8

- Project 1 design review
- Vector graphics workshop and exercises
- Student presentations and discussion
- Mentored studio/work sessions
- Project 2: Vector graphics and visual communication

Extra Notes: *TBA*

Week 3

July 11 – 15

- Project 2 design review
- Motion graphics workshop and exercises
- Student presentations and discussion
- Mentored studio/work sessions
- Project 3: Motion graphics and the art of the remix

Extra Notes: *TBA*

Week 4

July 18 – 22

- Project 3 design review
- Creative coding workshop and exercises
- Student presentations and discussion
- Mentored studio/work sessions
- Project 4: Code and visual design

Extra Notes: *TBA*

Week 5

July 25 – 29

- Project 4 design review
- Portfolio design workshop
- Mentored studio/work sessions
- Wrap up student presentations and discussion
- Design portfolio review

Extra Notes: *TBA*