

Syllabus

NMDE.111: Digital Survey 111

Section 03 L1 and L2

Time and Location:

Labs: Mondays and Fridays, 11am - 1:50pm in Booth 1540

Lecture: Wednesday, 11am - 12:50pm in Booth 1560

Class Mode:

In person lectures and demonstrations may be recorded using Zoom if needed.

Online Materials and Required Resources:

myCourses

Adobe Creative Cloud applications: Illustrator, Photoshop, Acrobat and Bridge

Personal Computer (Laptop or Desktop) or Lab computer

Adobe account (free)

If using a personal computer, an Adobe Creative Cloud license is required.

If using a laptop, an external monitor and a mouse are highly recommended.

Additional Syllabus Links

[Syllabus Appendix - COVID-19 Course Policy](#)

[Syllabus Appendix - General Information](#)

[Class Schedule](#)

Contact Information and Office Hours

Instructor: Joel Rosen

Email: jarfaa@rit.edu

Phone:

This is my personal phone, don't abuse it.

You can text anytime, but always identify yourself.

Office Hours:

M, W, F: 9a - 11a

Office: Booth 3430

Schedule meetings by appointment via [this Google Sheet](#)

You can just drop in , too but no guarantees I am available

Office hours are first come first serve

All major course communications will be via RIT email and myCourses

Course Introduction

This project-based course is an investigation of the computer as an illustrative and image generation tool. It develops design skills in raster and vector image creation, editing, and compositing for online production. Emphasis will be on the application of visual design organization methods to electronic media. Students will create and edit images, combining vector and raster-based design solutions for online delivery. Development and reinforcement of drawing skills as well as use of color, typography and photography in the digital environment will be explored and expanded, as well as pictorial composition and visual aesthetics.

This course is the beginning and prerequisite course for all remaining sequential New Media Design courses.

Course Objectives and Outcomes

At the end of this course the student will be able to compare software applications and decide which has the best options to generate appropriate imagery that communicates concise, impactful, visual messages for potential clients, audiences, and companies.

- The course will focus on developing an understanding of basic creative principles for digital image creation.
- Students will develop the basic foundations to complete new media projects and assignments. This includes concept development, the basic principles and the differences between raster and vector imagery, grid systems and visual hierarchy. An understanding of professional practice in application to the new media image and content designer will also be acquired.

Course objectives and goals:

- Understand the technical principles of raster imagery
- Understand the technical principles of vector imagery
- Create, adjust and manipulate digital images using Adobe Illustrator and Photoshop.
- Understand and apply illustration methods and practices
- Begin to understand the use of type in relation to imagery
- Apply industry standard tools to retouch, composite and alter raster images.
- Apply industry standard tools to developing original vector and raster imagery
- Understand ethics and copyright issues applicable to digital image generation & appropriation
- Identify and acquire appropriate imagery from original and online resources
- Identify and apply basic design, illustrative, typographic and aesthetic principles to projects
- Apply advanced design solutions using images based sources with raster and vector type.

- Identify best practices for image compression and storage for online delivery and print.

Topics:

Fundamentals of Images

Vector vs. Raster

Resolution and Size

Color space and bit-depth (RGB)

Introduction to camera controls (f-stop, shutter, ISO, resolution)

Introduction to Photoshop and Illustrator tools and workspaces

Integration of raster and vector elements in Photoshop and Illustrator

Image Capture

Fundamentals of Photography (Lighting, Depth, Color, Subject, Perspective, Time)

Types of photographs (still life, portraiture, editorial)

How to make photographs

Transferring images to the computer

Correcting and enhancing digital photographs

Image compression and file formats for online and storage

Photoshop and Illustrator Fundamentals and Creative Workspaces

Interface differences: Tools, Menus, Art boards, Palettes and Panels, Preferences

Layers: Basics, types of layers, managing layers

Working with selections/masks and channels

Using Layers to enhance and combine images

Design and Image Principles

Selecting, purchasing and using copyright free images for design

Ethics, copyright and user responsibilities and liabilities

Conceptualizing image-based design solutions

Adding raster type to images

Color

Basics, Tools, Palettes and Options
Swatches, Sets and Libraries
Color Spaces and Modes
Creating Gradients and Blends

Typography

Selecting typefaces
Understanding letterforms
Formatting type
Type on a Path, creating paths from type
Integrating type with textures and images (type based images)

Advanced Imaging Skills

File management
Nondestructive editing
Cloning and basic retouching techniques
Masking, layering
Color balance and levels adjustment
Modifying image color spaces
Integrating vector and raster graphics

Creating for the Web

File formats
Optimizing for online presentation
Color requirements

Your Responsibilities

- To accept given problems and work diligently through them from start to finish
- To show me your work at regular intervals and keep me informed of your progress
- To maintain good communication with me regularly throughout the course

- To demonstrate your understanding of principles learned through coursework
- To be an active participant and team member in the class, in the lab and in discussions
- To accept constructive criticism and show a concerted effort to respond to the feedback
- To execute your work to a professional level of craftsmanship
- To manage your time well, both in and out of class
- To respect yourself, your work, me, your classmates, the discipline, and course

My Goals

- To instill a broader awareness, skill set, and deeper appreciation for the course subject
- To help you develop a more critical eye for affecting the transmission of design
- To help you develop as much concern for what design does as for how a design looks
- To help you strengthen your design process skills, evaluation skills, and presentation skills

Teaching Materials and Components

Lectures, demonstrations

Assignments in lab and assignments to be done as homework outside of class

Critiques

Course Software and Materials

Adobe Creative Cloud, **specifically Illustrator, Photoshop, Acrobat, and Bridge**

Portable hard drive, Flash drive, and Cloud Storage (always back up your files)

Sketch materials: pencils, pens, sketch pad, tracing paper

Digital files to show work in progress and completed assignments.

A camera will be required for one assignment.

Methods of Instruction

Class instruction will include lectures, demonstrations and one-on-one instruction in a lab setting. Student self supported learning will include out of class research, readings, assignments from Learning@LinkedIn (formerly [lynda.com](https://www.lynda.com)) and online tutorials, group and individual critiques. The purpose of this course is to teach students to teach themselves in order to keep up with the ever changing world of New Media Design.

Methods of Evaluation

You will be evaluated on:

- Completion of assignments
- Quality of solutions
- Correct use of technology and terminology
- Meeting project requirements
- Presentation and craftsmanship
- Individual growth
- Professional development

Plagiarism will result in an automatic “F” for the course.

All projects must be submitted via myCourses in the required format (see individual project sheets)

Critique

Critiques are a time for constructive criticism and are used for feedback to help the student develop effective visual solutions to the assignments. While this process can be stressful, it is essential to the learning process. Respect and engaged participation by all students is required.

Most projects will be reviewed in group critiques.

Work submitted late will not be critiqued in class.

Due Dates

All due dates will be posted on the assignment sheet and in myCourses.

5% will be deducted from your earned grade for every 24 hours a project is late beyond the final due date.

Projects submitted on time may be revised and resubmitted once during the semester in order to increase your grade, with a maximum increase of 1 letter grade.

Unsubmitted work will receive a grade of 0.

Draft work-in-progress submissions will be required for some projects. 5% will be deducted from your earned grade for failure to submit drafts for review.

Time Commitment

This is a 3-credit hour course, you should plan to spend 5 hours per week in class (2 hrs lecture and 3 hrs lab) and an additional additional 6 to 9 hours on assignments, etc. The rule-of-thumb is 2 to 3 hours per week outside the “classroom” for every credit hour per week in the

classroom. If you do the math, it adds to 11–14 hours per week, total. If you're efficient and focused, it'll take far less.

Attendance in the learning space (in-person, online, etc.)

RIT does not have a requirement for attendance in courses, however, I expect that students in my course will engage with the modality of my course as outlined, barring any unforeseen issues such as illness, quarantine, etc. Attending and engaging in class time with me and your peers is essential to learning the materials. If you have questions about your attendance and participation in this course, please contact me.

While attendance is not required, **participation is mandatory**. Do not miss critiques or project due dates.

Failure to present work on time is not acceptable in industry, it's not acceptable here as well.

Legitimate absence due to illness or personal emergency will be considered, however, absence does not excuse you from fulfilling your course obligations. If you are having difficulty at all, in or out of class, please let me know.

Course Grades

See RIT's Policy D05.0 Grades at

<http://www.rit.edu/academicaffairs/policiesmanual/d050>

Grade Distribution and Value:

A- Consistently excellent work and performance in all aspects of the project/course

B- Above average work and performance in all aspects of the project/course

C- Average work and performance in all aspects of the project/course

D- Less than average work and performance; a deficiency in some aspect(s) of the course

F- Failure to meet course objectives and responsibilities; lack of evidence of learning

Letter Grade	Percentage	Description	GPA
A	93-100	Excellent	4.00
A-	90-92		3.67
B+	87-89		3.33
B	83-86	Above Satisfactory	3.00
B-	80-82		2.67
C+	77-79		2.33
C	73-76	Satisfactory	2.00
C-	70-72		1.67
D	60-69	Passing Grade	1.00
F	00-59	Failure	0.00

Grades will be posted on <http://mycourses.rit.edu> within 2 weeks of submission.

RIT & Course Policies

Academic Integrity Statement

As an institution of higher learning, RIT expects students to behave honestly and ethically at all times, especially when submitting work for evaluation in conjunction with any course or degree requirement. The Department of NMDE encourages all students to become familiar with the RIT Honor Code and with RIT's Academic Honesty Policy.

Statement on Reasonable Accommodations

RIT is committed to providing academic adjustments to students with disabilities. If you would like to request academic adjustments such as testing modifications due to a disability, please contact the Disability Services Office (DSO). Contact information for the DSO and information about how to request adjustments can be found at <https://www.rit.edu/disabilityservices/>. After you receive academic adjustment approval, it is imperative that you see me during office hours so that we can work out whatever arrangement is necessary.

Student work online

During this course, you will post assignments on CAD server and mycourses, a publically-accessible website. The instructor may request to retain digital and/or hard copies of student work for display, school promotion, program accreditation and academic dissemination. This may include gallery exhibitions, promotional brochures, websites, Open House presentations, conference presentations, program accreditation, and academic publications. Students retain full ownership of the work (unless a different agreement has been discussed as part of the course) and proper authorship credit will be given to students whose work is highlighted. Please talk with your instructor if you have any questions or concerns about this policy. If you

do not wish to make your work public in this way, please contact me during the first week of class to make other arrangements.

Use of copyrighted material

The use of copyrighted material within a student project is not permitted and should not be included in a final submission without proper citation and linking to the legal source or reference. This includes material shared in the course by the faculty or referenced material online. When sharing copyrighted content on the internet with your classmates, please make sure that you link to a legal source. If you have questions please contact me – If you are not sure, don't post it online.

Course material copyright

All course materials students receive or to which students have online access are protected by copyright laws. Students may use course materials and make copies for their own use as needed, but unauthorized distribution and/or uploading of materials without the instructor's express permission is strictly prohibited. RIT Policy C03.2 Copyright Policy addresses this issue. For example, uploading completed labs, homework, or other assignments to any study site constitutes a violation of this policy. Students who engage in the unauthorized distribution of copyrighted materials may be held in violation of the University's Code of Conduct, and/or liable under Federal and State laws.

Starfish

This course participates in the RIT Starfish academic alert system, which is designed to promote student success through communication between students, instructors, and advisors. I will send a whole-class status update to all students before the semester midpoint. When I am concerned about an individual student's academic performance, I may raise an academic alert to notify the student as well as their advisor(s). On the other hand, when a student is doing well, I may send a "kudos" message. If you receive an academic alert email, it is your responsibility to contact me as soon as possible to discuss the issue, its potential impact on your success in the course, and identify people and resources

to help you move forward. For more information about the Starfish system, visit <http://www.rit.edu/starfish>.

Additional Policies

<http://www.rit.edu/academicaffairs/tls/course-design/syllabus-design/rit-policies>

Read RIT **Title IX** Rights & Resources at RIT
<https://www.rit.edu/fa/compliance/content/rittitleix>

Read **FERPA** at
<https://www.rit.edu/fa/legalaffairs/content/frequently-asked-questions#FERPA>

Subject to Change

I have provided this syllabus as a guide to our course and have made every attempt to provide an accurate overview of the course. However, as an instructor, I reserve the right to modify this document during the semester, if necessary, to ensure that we achieve course learning objectives. You will receive advance notice of any changes to the syllabus through myCourses/email.