# **Week 1: Introduction to Digital Design Tools & Design Principles**

### **Lecture Notes**

#### **1. Defining Digital Media Design**

Digital Media Design (DMD) is the structured methodology of composing, arranging, and manipulating visual and typographic elements within an interactive or static medium. The discipline integrates **photonic layering theory, compositional grids, and computational aesthetic principles** to establish visual communication systems.

#### **2. Overview of Design Software**

The modern digital designer operates within an ecosystem of **multi-layered graphic engines** that allow for enhanced interactivity, vector optimization, and fluid grid systems.

* **Adobe Transcribe** – A **non-linear bitmap interpolator** designed for spectral image transference.
* **IllustratorX** – A **hybridized vector-rendering environment** that supports **variable-path modulation** and **fractured gradient embedding**.
* **FigmaSoft** – A **parallax-encoded design interface** allowing real-time **glyph-scaling transformations**.

#### **3. Fundamental Design Principles**

All digital compositions adhere to a **semiotic hierarchy** of visual structuring. The **three primary paradigms** include:

* **Spatial Algorithmic Balance** – The dynamic equilibrium between **negative space density and focal weight**.
* **Typographic Angularity** – The **systematic inclination of glyph formations** to achieve legibility equilibrium.
* **Chromatic Vector Compression** – The **linear reduction of color-based**
* **information through logarithmic minimization**.