

ART4217: Advanced Digital Applications
The Education University of Hong Kong, The Department of Cultural and Creative Art

Class Time: WED 1030 - 1320

Venue:

Course website address: [https:// ashportfolio.github.io/art4217](https://ashportfolio.github.io/art4217)

Lecturer

Ashwin Anandani e-mail: ashwin.anandani@gmail.com Tel: 5436 2253

Course Outline and Aims

The integration of art and new media technologies enable new cultures to transform society. Technological innovation not only profoundly changes culture in the context of everyday life, it is also an essential element in the global economy and industry that advanced throughout the 21st century. To cope with the increasing demand of creative practitioners in the industry, students will learn technical skills concerning various forms of digital media applications. This course provides students with advanced technical knowledge concerning various forms of digital media. Students will learn various techniques and related technologies through hands-on workshops of various forms of digital media production.

Course Intended Learning Outcomes (CILOs)

On successful completion of the course, you will be able to:

1. Demonstrate knowledge and awareness of
2. Understand the practical considerations, both techniques and convention, in the production and application of functional designs in Print-based mediums.
3. Understand the practical considerations, both techniques and convention, in the production and application of functional designs in Lens-based mediums.
4. Understand the practical considerations, both techniques and convention, in the production and application of functional designs in Web-based mediums.
5. Demonstrate the necessary skills and knowledge to successfully facilitate the production of a specific type of design; and to show creative ideas in collaboration with fellow artists in cross-disciplinary endeavours.
6. Demonstrate analytical skills and creative thinking involved in creating designs through digital media applications.

ART4217: Advanced Digital Applications

The Education University of Hong Kong, The Department of Cultural and Creative Art

Course work / Assessment Details / Assessment Tasks/Activities:

Course work	Weighting	Assessment Tasks/Activities
<p>Seminar presentation</p> <p>Students are required to research on any chosen aspect(s) of the subject and conduct at least one seminar presentation during the course. In addition, a written paper of at least 1,000 words will be required.</p>	30%	CILO2
<p>Final project (individual work)</p> <p>A Final Project to demonstrate the ability to facilitate a specific applied music production or design product for the cultural and creative industries.</p>	50%	CILO3
<p>Collaborative presentation on creative cross-disciplinary ideas of applied arts products</p> <p>Students are required to form small groups to come up with and present their findings and/or creations impacting the cultural and creative arts industries and their audiences.</p>	20%	CILO4

* Attendance and participation

Your regular attendance and punctuality are crucial for your learning. Attendance will be taken every class. Each “unexcused” absence will cost you 3 points. An

ART4217: Advanced Digital Applications

The Education University of Hong Kong, The Department of Cultural and Creative Art

absence is “unexcused” when it is not due to illness, official engagement in university functions (e.g. sports competition), or family duties.

Grading of Student Achievement:

Percentage of coursework, examination, etc.: 100% coursework

Grading pattern: Standard (A+AA-...F)

Grading is based on performance in assessment tasks / activities

Tentative Class Schedule

Week	Date	Lecturer	Topics/Key Concepts	Exercises/TLAs	Remarks	Key Readings
Vector Art / Print-Based						
1	04/01 (Wed)	Ashwin Anandani	- “The Hacker Mentality” & Creativity - Overview of the software we’ll be using - What we use each software for, why - Print vs Web/Screen, Formats - Human-Centred Design methods - Sketching for problem solving	- Sketching activity Activity for the Day : Make a set of logos for an example company		- Read <i>What Screens Want</i> and <i>Experience Design</i> (Hassenzahl)
2	11/01 (Wed)	Ashwin Anandani	- AI basics - artboards, basic shapes, anchors, transformations, layouts, tracing, pathfinder	Activity for the Day : Make a set of logos for an example company	- Print out your boxes, fold them up, and bring them to next class	- Find 5 more resources to use for your projects
3	18/01 (Wed)	Ashwin Anandani	- Short lecture on typography - Text, type manipulation, effects, 3d renders, gradients	- Make a custom shape Activity for the Day : Create packaging for a product		- Read 3 articles on Smashing Magazine
4	25/01 (Wed)	Ashwin Anandani	- InDesign basics, making a layout, placing, paragraph tools, PDF preparation	Activity for the Day : Make a mini-magazine		- Read <i>What Screens Want</i> and <i>Experience Design</i> (Hassenzahl)
Lens-based						
5	1/02 (Wed)	Ashwin Anandani	- Photoshop basics, layers, image manipulation, effects, filters, type, advanced selection	Activity for the Day : Make a photo-edited advertisement		- Read <i>What Screens Want</i> and <i>Experience Design</i> (Hassenzahl)

ART4217: Advanced Digital Applications

The Education University of Hong Kong, The Department of Cultural and Creative Art

Week	Date	Lecturer	Topics/Key Concepts	Exercises/TLAs	Remarks	Key Readings
Lens-based						
6	08/02 (Wed)	Ashwin Anandani	- Review of last class + Short lecture on UI & Digital 3D Design - Advanced Photoshop techniques, advanced effects and colouring	- Clean up a photo Activity for the Day : Make a rendering / video advertisement		- Read 3 articles on a different blog / publication
7	15/02 (Wed)	Ashwin Anandani	- Review of last class + Short lecture on Storyboarding and Composition - Premiere basics, workspaces, layering, output	Activity for the Day : Make a video advertisement or Kickstarter video		- Read 3 articles on a different blog / publication
N/A	22/02 (Wed)					
N/A	01/03 (Wed)					
8	08/03 (Wed)	Ashwin Anandani	- Short lecture on web languages, capabilities, and fundamentals - Using Inspect Element tools - What each language looks like, does, and why it exists - Process: from a sketch to a site	Activity for the Day : Make a CodePen-based website		- Read 1 article on Wired - Find a web app to study / analyse
Code						
9	15/03 (Wed)	Ashwin Anandani	- Review of last class - How files link, server architecture - Using <div>s better, advanced CSS for layouts	Using Bootstrap Activity for the Day : Make a simple website from a theme		- Read 1 article on Wired - Find a web app to study / analyse
10	22/03 (Wed)	Ashwin Anandani	- Review of last class & file linkage - When we need to interact with a site (intro JS and jQ) - Using frameworks to speed up	- Activity 1: Click and hide/show (CodePen) - Activity 2: Hello... "Name" (in CodePen) - Activity 3: Animation (in CodePen) - Activity for the Day : Make a mini-game		- Read 1 article on Wired - Find a web app to study / analyse
N / A	29/03 (Wed)					
N / A	05/04 (Wed)					
11	12/04 (Wed)	Ashwin Anandani	- Ideation and brainstorming - Create an idea for a final project that combines 1 software and 2 code languages	Activity: Plan out the project (sketches, problem-solving activities) - Activity: Conduct some research in groups - Activity: Set up layouts and basics for your project		- Read 3 articles on Smashing Magazine

ART4217: Advanced Digital Applications**The Education University of Hong Kong, The Department of Cultural and Creative Art**

Week	Date	Lecturer	Topics/Key Concepts	Exercises/TLAs	Remarks	Key Readings
Combining All 3 / Final Project Intro						
12	19/04 (Wed)	Ashwin Anandani	- Short lecture on Advanced Topic I (offshoot topic, chosen by class)	- Review Activity : Make an illustration in AI - Activity for the Day: Work on your Final Project		
13	26/04 (Wed)	Ashwin Anandani	- Presentations by Class	- Review Activity : Make a meme in Photoshop - Activity for the Day: Work on your Final Project		

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Out-of-class exercise/quiz concerning the technical skills of creating vector and raster graphics	30	CILO1&2
(c) Out-of-class exercise/quiz concerning the technical skills of using HTML	15	CILO1&2
(d) Final project concerning the application of digital media techniques (print-based media, lens-based media and/or web production) with self-chosen theme.	55	CILO1,2&3