art 4217
Advanced Digital Applications

Lecturer

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Today

- Overview of software

- Print vs Web

- Design Fundamentals

- Sketching

Applications

The Adobe Suite

Adobe Creative Cloud

The Whole Family

PHOTOSHOP

- Color correction, editing and photo enhancement
- Creation of web and motion graphics
- User interface and mobile design

ILLUSTRATOR

- Logo design
- Vector illustrations
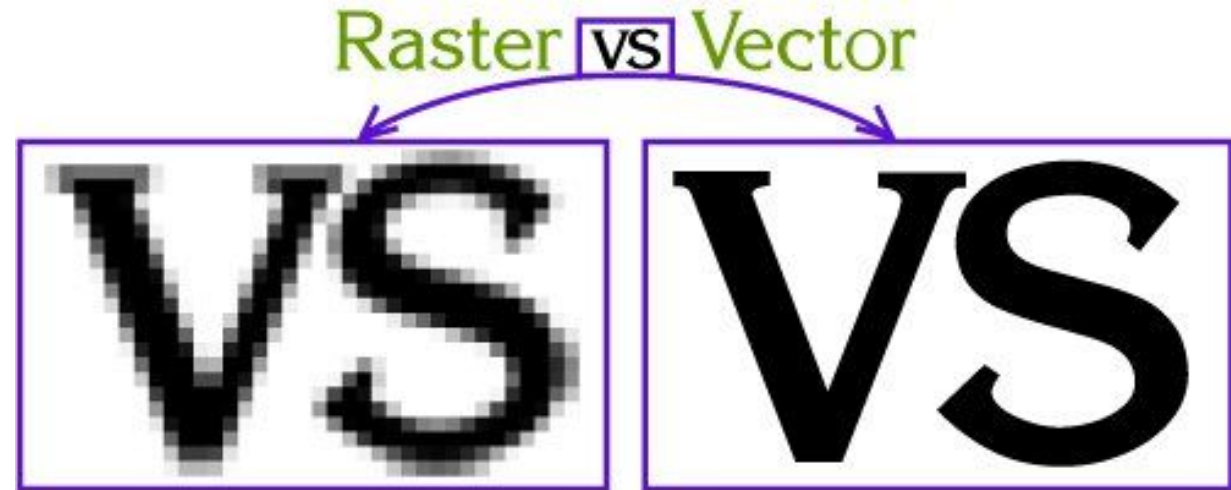- Info Graphics

INDESIGN

- Multipage document creation and layouts
- Master pages and page numbering
- Text wrap and typesetting
- File packaging

Adobe Illustrator

Why we use it
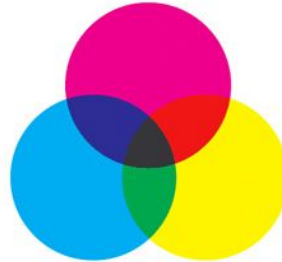
Adobe Illustrator

Why we use it

Adobe Illustrator
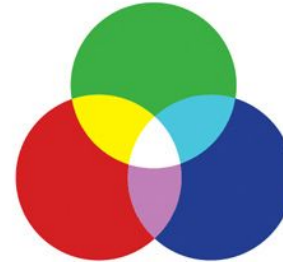
Settings

How printers
create colour

For print

Use Illustrator

CMYK

Cyan, Magenta,
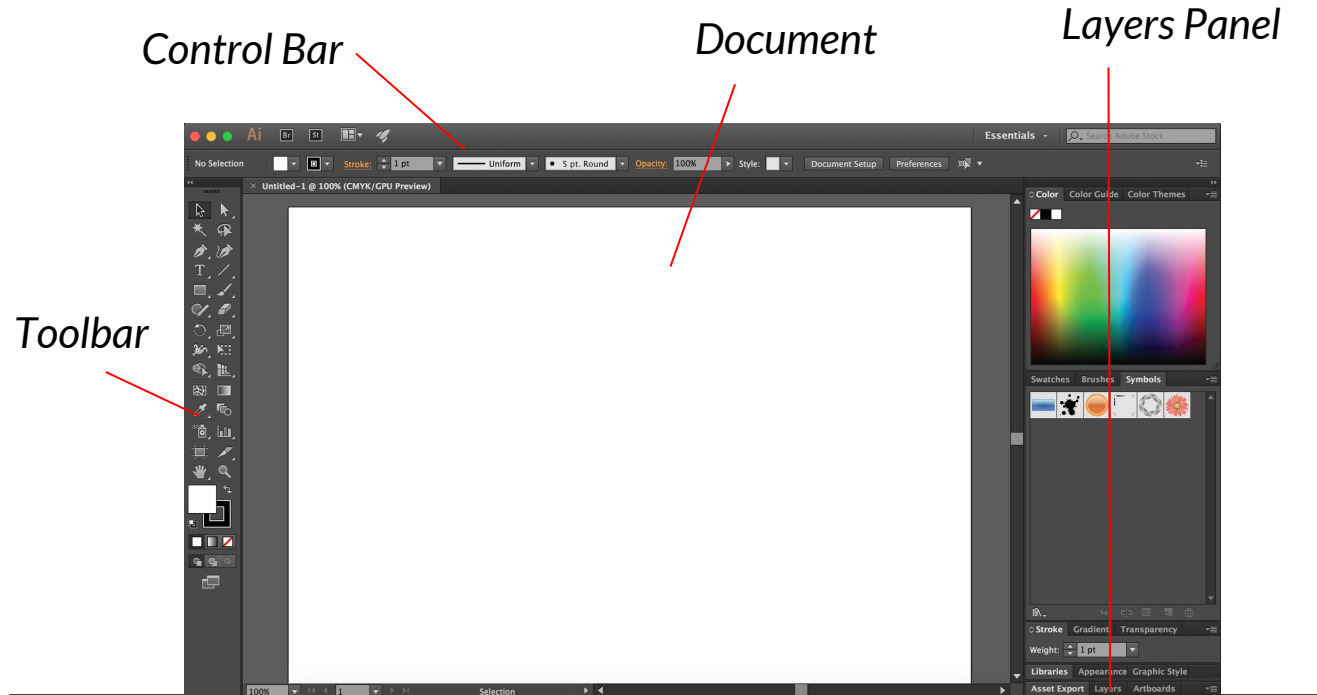Yellow, Key (Black)

RGB

Red, Green, Blue

Colours created
in pixels

For screens

Use Photoshop

Adobe Illustrator

Screen Layout

Control Bar

Document

Layers Panel

Toolbar

Human-Centred Design

Methods for problem solving

Personas

Karen Miyamoto

Junior Account Manager at an advertising firm | 22 years old

" There are a lot of knowledgeable people here and sometimes I feel very intimidated asking trivial questions "

THE LAST TIME I HAD A QUESTION...
...I went to a coworker who sits a few feet from me. He didn't know the answer to the question I needed so before making the walk over to my mentor I checked my business contacts on Skype. No one who could answer my question was available so I walked over to my mentor who helped me out. Depending on the type of question, I will usually ask a coworker, my boss, or my mentor in order to find the answer.

BACKGROUND
» With the company for just under one year
» Started this job right after college

FRUSTRATIONS
» Feeling stupid when asking questions as the new employee
» Having a boss that doesn't care about my personal development
» Difficulty finding people of my age to socialize with after work

LIFE GOALS
» Focus on developing my career
» Find a close circle of friends

EXPERIENCE GOALS
» Have fun
» Don't embarrass myself

END GOALS
» Find more people like me (age, experience) to socialize with or just talk to/ask questions
» Find out how I can better my career (e.g. through training courses)
» Get more feedback more often from my boss and/or others

Off the rails a little....

What HCD is and why we use it

How it plays into what you do

One of the best ways to get started : Sketching

Sketching

The best tool you've got

Sketching Activity #1

1 Minute

Draw 8 different shapes

Draw 8 different lines

Sketching Activity #2

2 Minutes

Draw 5 emotions

Sketching Activity #3

3 Minutes

Draw out 10 logo ideas
for our fake company

Design Vocabulary
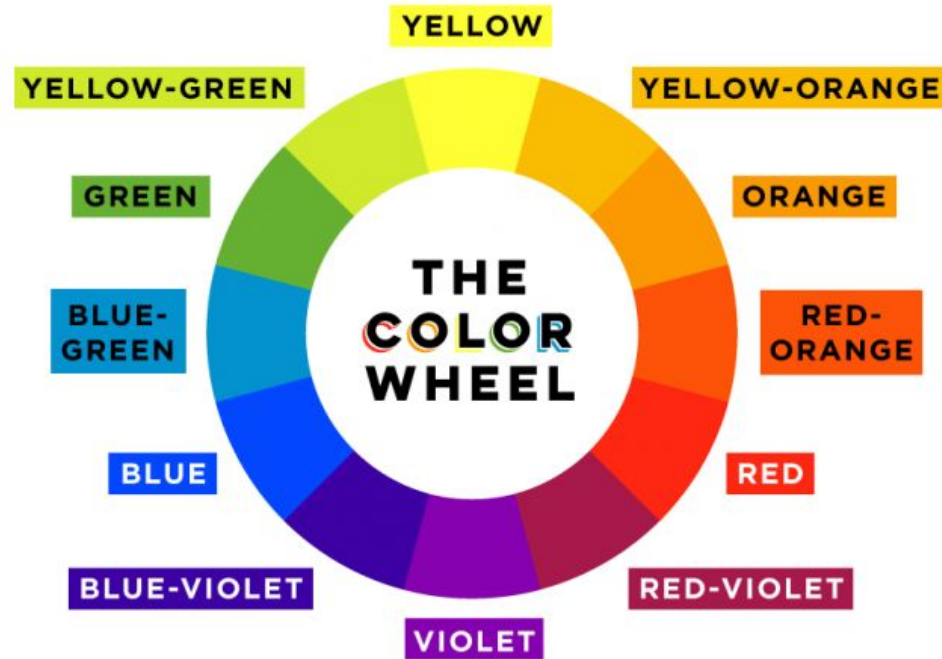
Formats and fundamentals

Colour

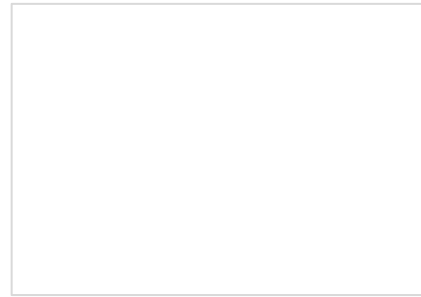Primary colors · Secondary colors · Tertiary colors
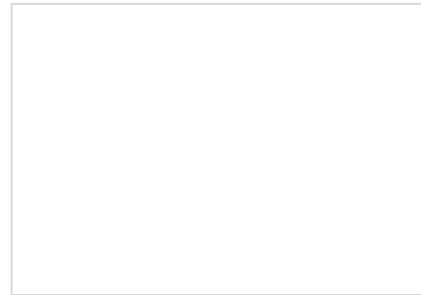
Colour

Colour

Main:

Complement:
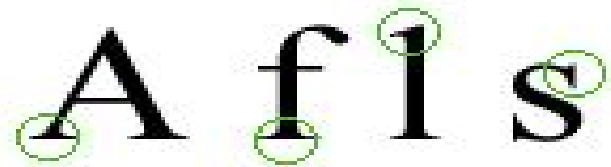
Colour

Main:

Complement:

Typography

Typography : Serif Fonts

Generally used for body fonts, some faves are Bodoni and Georgia

Creates an underline on large bodies of text, making them more readable

Typography : Serif Fonts

Bodoni

Bodoni

This font is a beautiful serif font created purposely for large printings as it offers a purely fine and attractive font which is carefully designed by the so called king of printers, Giambattista Bodoni way back in 17th century. His masterful cutting techniques become the strength to fully create Bodoni font and was later redesigned by Morris Fuller Benton with more font weights available.

Georgia

Georgia

This font is a beautiful and stylish serif font that offers a friendly and attractive approach like no other. It was designed to provide the need of fonts that looks clear at low screen resolution even on small size display. It has 4 available font weights to choose from, choose between regular, bold, italic and bold italic. This font is designed by Tom Rickner and Matthew Carter.

Typography : Sans Serif Fonts

Futura

Futura

This font is one of the most famous font styles in early 1920s till this very day. It is widely use for many applications especially for signage and other uses alike. You can find lots of beautiful features that this font style can offer and it has lots of font weights available as well. This font is design by famous font designer Paul Renner in 1927.
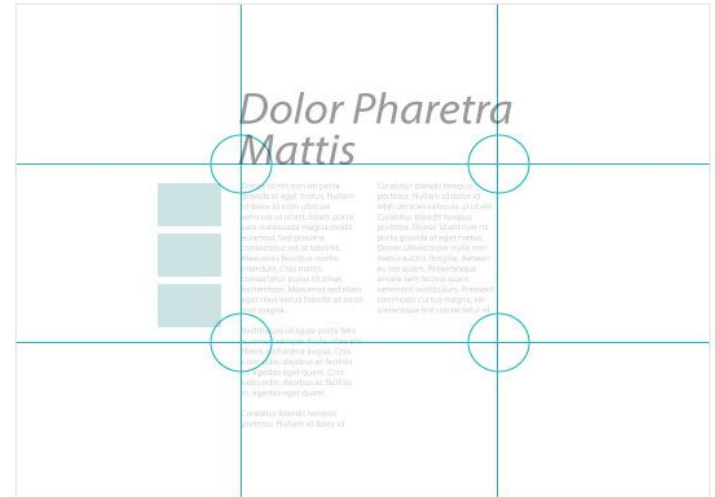
Helvetica Neue

Helvetica Neue

This font is a professional looking font that has become one of the most used font style in corporate businesses and one of the most popular san serif font in the history. It has the best features perfect for marketing with clarity and legibility combined into one font. This font is creatively designed by Edouard Hoffman and Max Miedinger in 1983.

Focus

65% of the page = research-tested

- *1/3 of the page being used for content*
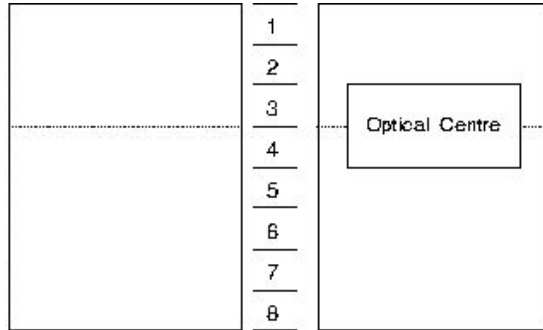
We do that above and to the side of the content

Dolor Pharetra Mattis

Whitespace

<u>Use</u> space instead of looking at it as a default!

Grids

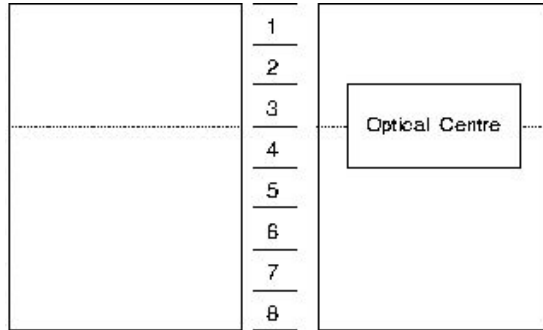Purpose of a grid in a layout design is to "set" the page up

- Next, we want to choose a single focal point —> i.e. the

  largest element, central element
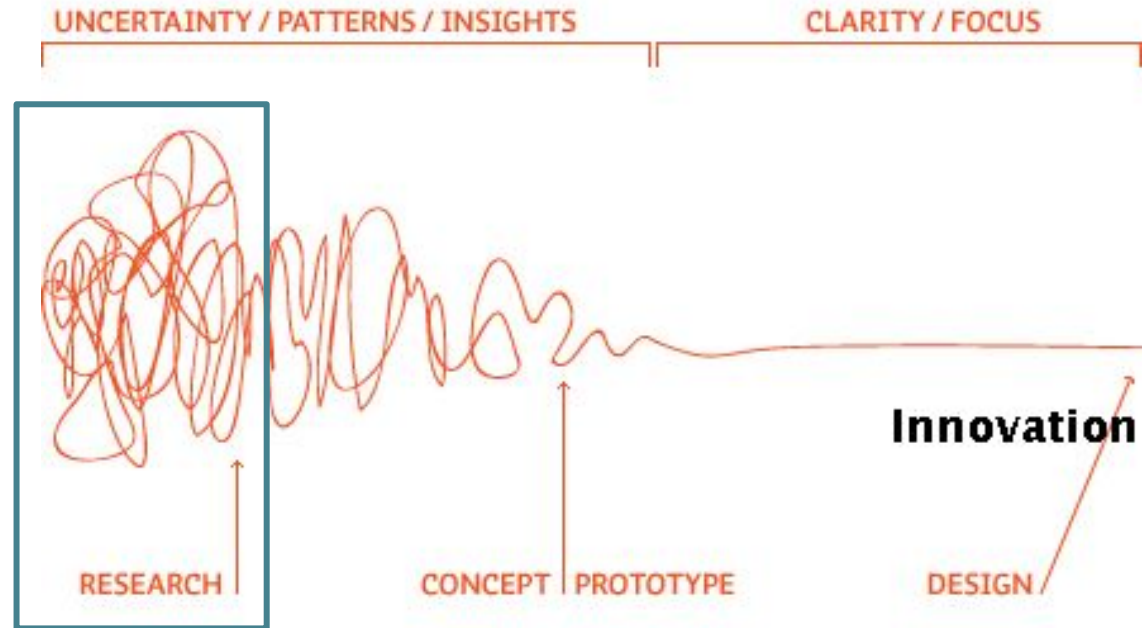
  - *Sliders, headers, or sections*

Grids

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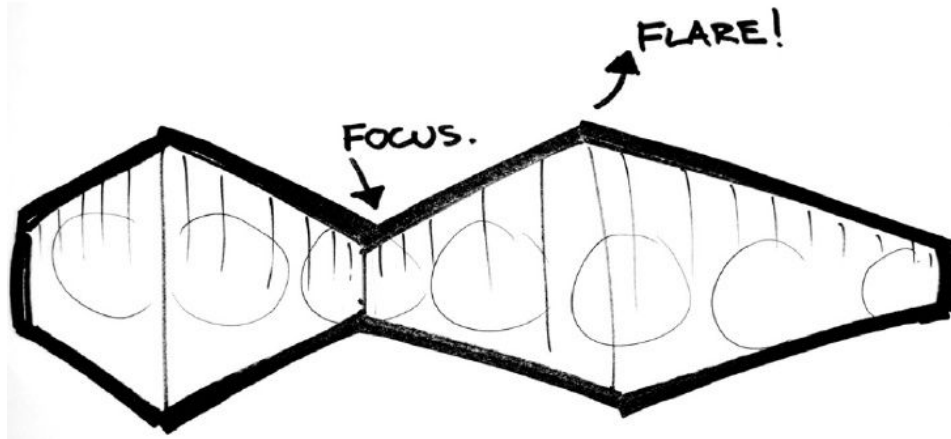
    - *Sliders, headers, or sections*

Ideation

UNCERTAINTY / PATTERNS / INSIGHTS   CLARITY / FOCUS

RESEARCH   CONCEPT | PROTOTYPE   DESIGN

Innovation

Adapted from Central Office of Design

Ideation

Understand · Observe · **Define** · Ideate · Prototype · Test

Design is a convergent and divergent process.

FLARE!

FOCUS.

Reading for this class will be online tonight:

http://ashportfolio.github.io