**Week 1: Digital Tools for Design**

**9am-5 pm (1 hr lunch)**

This class will explore the tools and uses of Adobe Creative Suite and it’s the major software programs commonly used by designers - Photoshop, InDesign and Illustrator. Adobe Creative Suite is considered the industry standard graphics package and used in a variety of ways including image manipulation, page layout, web design, and computer illustration. Integration with other software allows designers to produce extraordinary graphics for print, video, web, tablets and mobile devices. This introductory class will give a general overview of these three programs and a solid foundation in digital design tools. The primary objective of the class is to provide students with a working knowledge of the software programs and their application. Instruction includes homework assignments, class lectures, studio exercises and quizzes. Students will be assessed on their participation in class, completed exercises and projects as well as attendance.

Learning Objectives:

1. To raise awareness of digital design tools and their implementation  
2. To develop perceptual skills in design  
3. To raise the awareness of the computer and various peripherals as the tools for designers

INFORMATION TO BE COVERED INCLUDES:

• Adobe Creative Suite –  
 Introduction and overview of PhotoShop, InDesign, and Illustrator  
• Application of all three software programs in conjunction with one another  
• Scanning and Digital Imaging including digital sketching and rapid visualization techniques  
• Printing and various forms of output (preparing documents for output, file management and

storage

**Week 2: Digital Tools for 3D Design**

**9am-5 pm (1 hr lunch)**

A course covering the basics of industry-­‐standard 3D modeling, rendering, and capturing

software used for product, packaging, industrial and environmental design.

**Course Description:** Students will gain a general overview and understanding some of the most powerful software programs currently associated with 3d modeling, rendering, digital capture and the physical output of 3D objects for product, packaging and environmental design. Students will be introduced to 3D Software such as Maya, SolidWorks and Mudbox. The class will also focus on elemental skills, concepts, and problem solving methods in these programs and challenge students to apply these building blocks creatively in a variety of increasingly sophisticated and innovative design solutions. Output methods will include 2d renders, 3d animations, and both additive and subtractive prototyping. Instruction includes lectures, in class demos, homework assignments, studio exercises, and quizzes. Students will be assessed on their participation in class, completed exercises and projects as well as attendance.

**Learning Objectives**

1. To raise awareness about design and its implementation in the digital environment.

2. To critically analyze design use of basic 3D digital tools.

3. To gain a comprehensive understanding of 3D design tools and to explore best practices for creating both

physical and digital designs.

4. Foster problem solving and critical thinking when given open and interpretive design challenges.

**Topics To Be Covered:**

1. To explore the most effective and current computer tools used in creating dimensional design for

product, packaging and environmental design.

2. The explore the tools and techniques available through 3D software programs.

3. To gain a comprehensive understanding of 3D design tools and to explore best practices for creating both physical and digital designs.

**Week 3: Digital Tools for Motion Graphics**

**9am-5 pm (1 hr lunch)**

ACAD 178 - Motion Graphics intends to introduce students to tools for the creation of two dimensional animations with a particular focus on generative composition. The course is broken down into two main components; non-linear digital animation using Adobe After Effects, and object oriented programming of generative compositions using Javascript and [P5.js](http://www.p5js.org/). Students will concentrate on conceptual elements of animation, visual composition, timing, color, typography, and interaction design while simultaneously providing context for learning the technical knowledge required to execute complex visual effects in software.

The output of assignments will be targeting social media as the primary platform rather than television or film. With this in mind project output will be hosted online in HTML5 compatible h.264 video formats such as mp4, webm, and gifv. Students will be creating individual Tumblr accounts to post the progress of their assignments and share the final results of their work with the world.