

# **DESIGN TECHNOLOGY**

**Wednesdays , 9:00-11:40am  
Room 408**

This course introduces the essential tools, skills and techniques for best practices utilizing digital technology to solve problems creatively and effectively in communications design. Students will analyze and explore current and emerging technologies, with an emphasis on effective research, visualization, and production techniques.

Lecture ↔ Studio

Theory ↔ Practice

Experiment ↔ Reflect

What is the relationship  
between technology and  
graphic design?

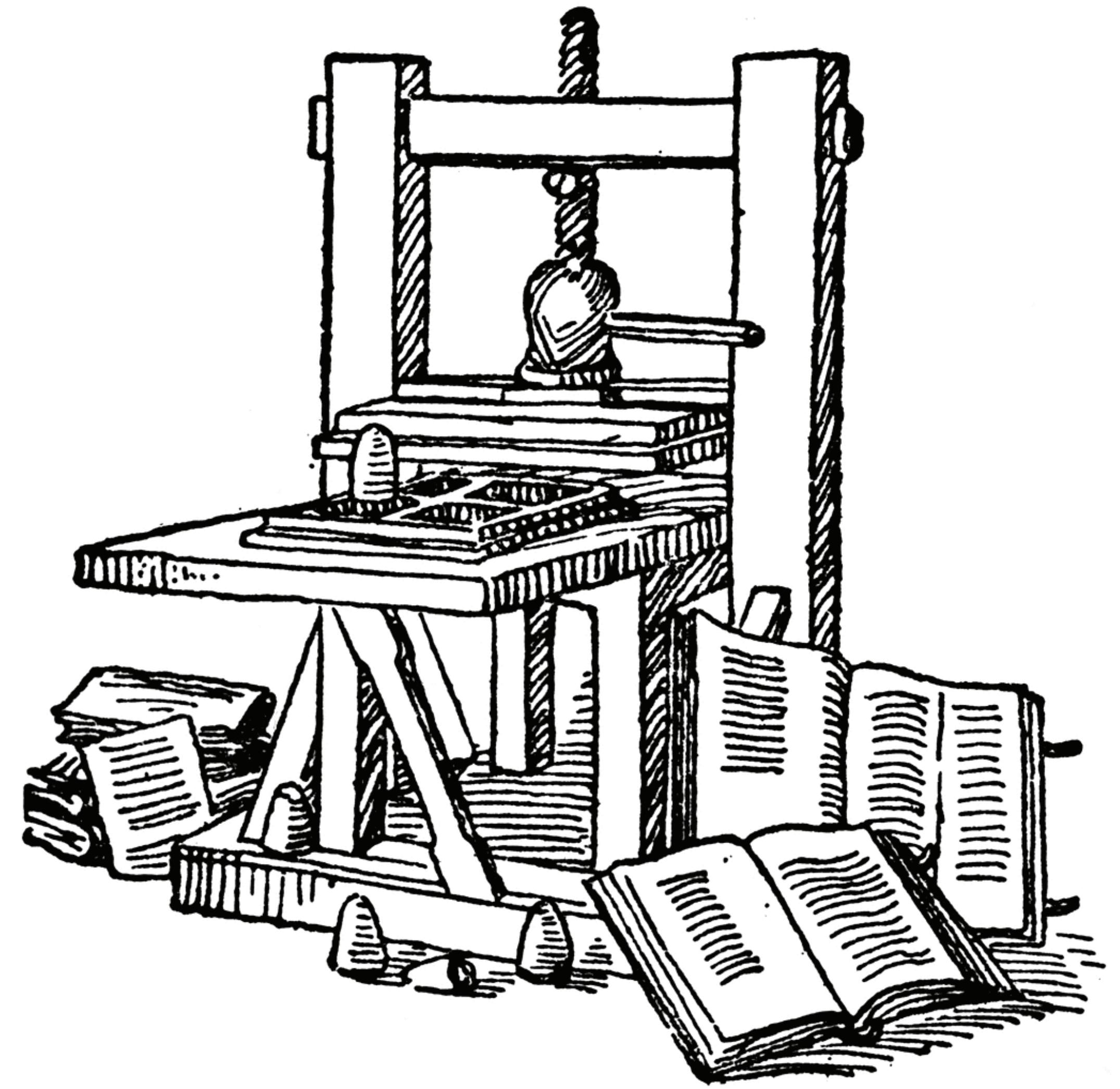
THESIS:  
the history of design is a  
history of technological  
innovation.

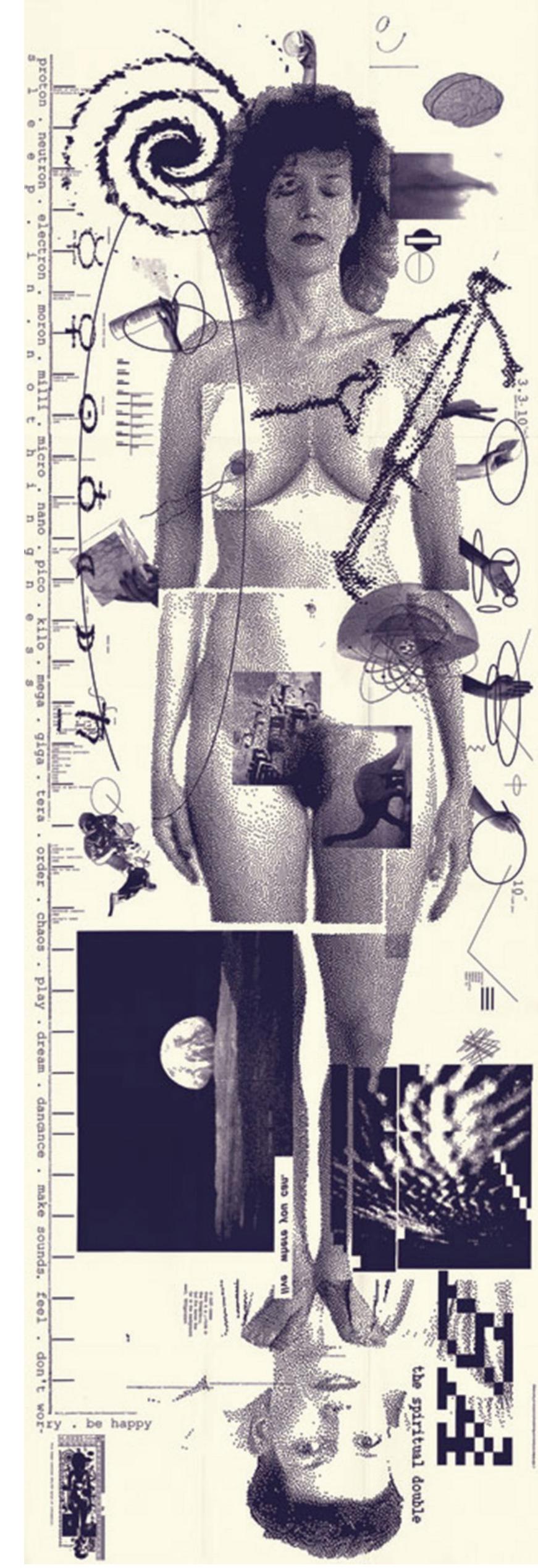
Style/Aesthetics

Processes/Tools

Publishing/Distribution

# STYLE AND TOOLS







Snow Fall: The Avalanche at Tunnel Creek – Multimedia Feature – NYTimes.com

The New York Times

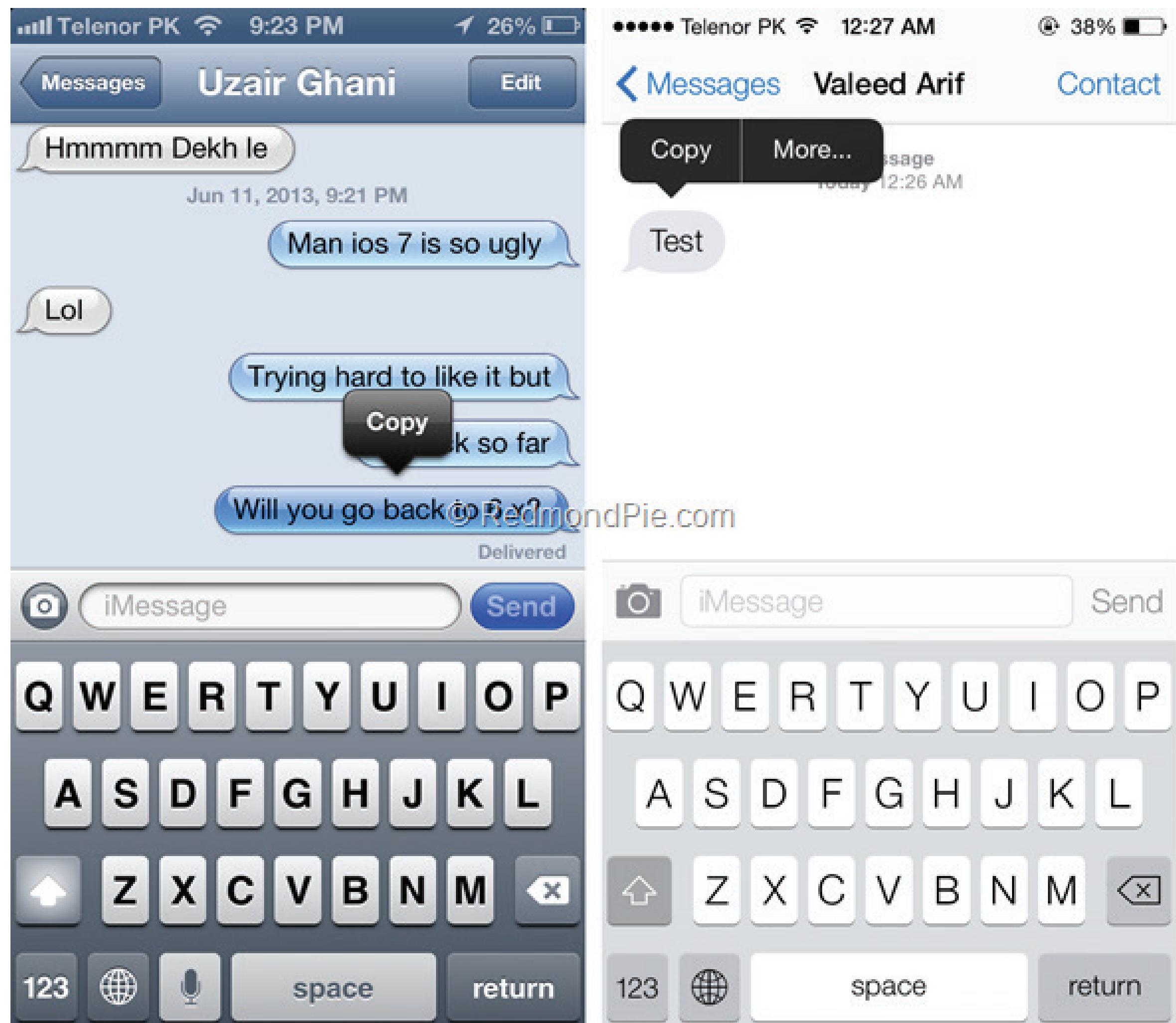
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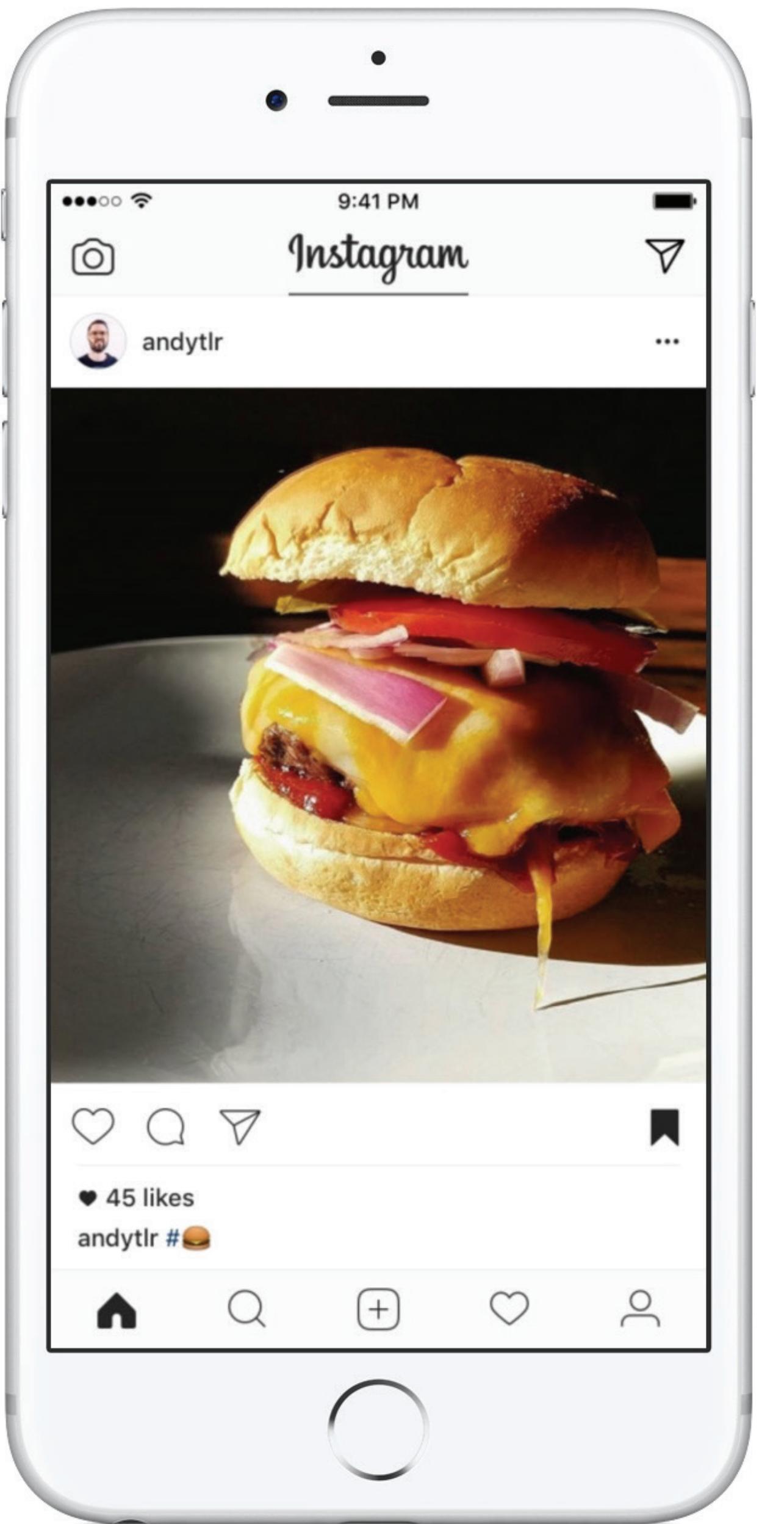
# Snow Fall

## The Avalanche at Tunnel Creek

By JOHN BRANCH

**T**he snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!" The very thing the 16 skiers and snowboarders had sought — fresh, soft snow — instantly became the enemy. Somewhere above, a pristine meadow cracked in the shape of a lightning bolt, slicing a slab nearly 200 feet across and 3 feet deep. Gravity did the rest. Snow shattered and spilled down the slope. Within seconds, the avalanche was the size of more than a thousand cars barreling down the mountain and weighed millions of pounds. Moving about 70 miles per hour, it crashed through the sturdy old-growth trees, snapping their limbs and shredding bark from their trunks. The avalanche, in Washington's Cascades in February, slid past some trees and rocks, like ocean swells around a ship's prow. Others it captured and added to its violent load. Somewhere inside, it also carried people. How many, no one knew. The slope of the terrain, shaped like a funnel, squeezed the growing swell of churning snow into a steep, twisting gorge. It moved in surges, like a roller coaster on a series of drops and high-banked turns. It accelerated as the slope steepened and the weight of the slide pushed from behind. It slithered through shallower pitches. The energy raised the temperature of the snow a couple of degrees, and the friction carved striations high in the icy sides of the canyon walls.







Design history is a pendulum.

# **FORMAT AND DISTRIBUTION**

What is a book?

What is a publication?

What is a poster?

What is an interface?



لاہور ایک بار پردوڑے گا!

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What's on your mind?

Attach:

[Share](#)**Mike Moffatt** didn't run today.

about an hour ago · Comment · Like

[View all 12 comments](#)**Sam Cornell** hahah, well, when the only soccer games on TV are wigan and stoke city, you need something to make it interesting

9 minutes ago

**Mike Moffatt** Uh oh.. my buddy Craig B is a Wigan fan. He's going to let you have it.

In general, though, it feels weird watching EPL without having a pint or two.

7 minutes ago

**Douglas Bergère** Spending the day in Tyler, TX for a meeting

2 hours ago via Facebook for iPhone · Comment · Like

**Mike Moffatt**[The True Cause of Inflation](#)

Brian Kearsey is not a fan of my definition of inflation: Saying inflation is rising prices is akin to saying rain is wet streets. The wet streets are the result of the rain; the rising prices are a result of the inflation of the money supply...

4 hours ago · Comment · Like · Share

**Jeff Kay** Mike, this is one of those arguments I always find rather infuriating and one which 'Austrian's' love to profer. Considering that the etymological definition of inflation and first**Requests**[See All](#)

2 mob wars

invitations



5 kidnap requests

2012

1 2012 survival items

28 other requests

request

**Suggestions**[See All](#)**Tom Nelson**

35 people are mutual friends. You both work at About.

[Add as Friend](#)**Sponsored**[Win a Little Debbie Car](#)

We're sharing cupcakes and giving away a sweet ride, a sporty smart fortwo, in our Little Debbie Share-A-Thon Giveaway. Enter now.

125,525 people are fans of Little Debbie.

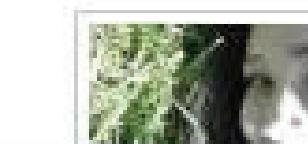
[Become a Fan](#)**Highlights****Funny stuff**

posted by Liz Nations Stone

**Tylerville**

by Ann Marie Sparkman Nations

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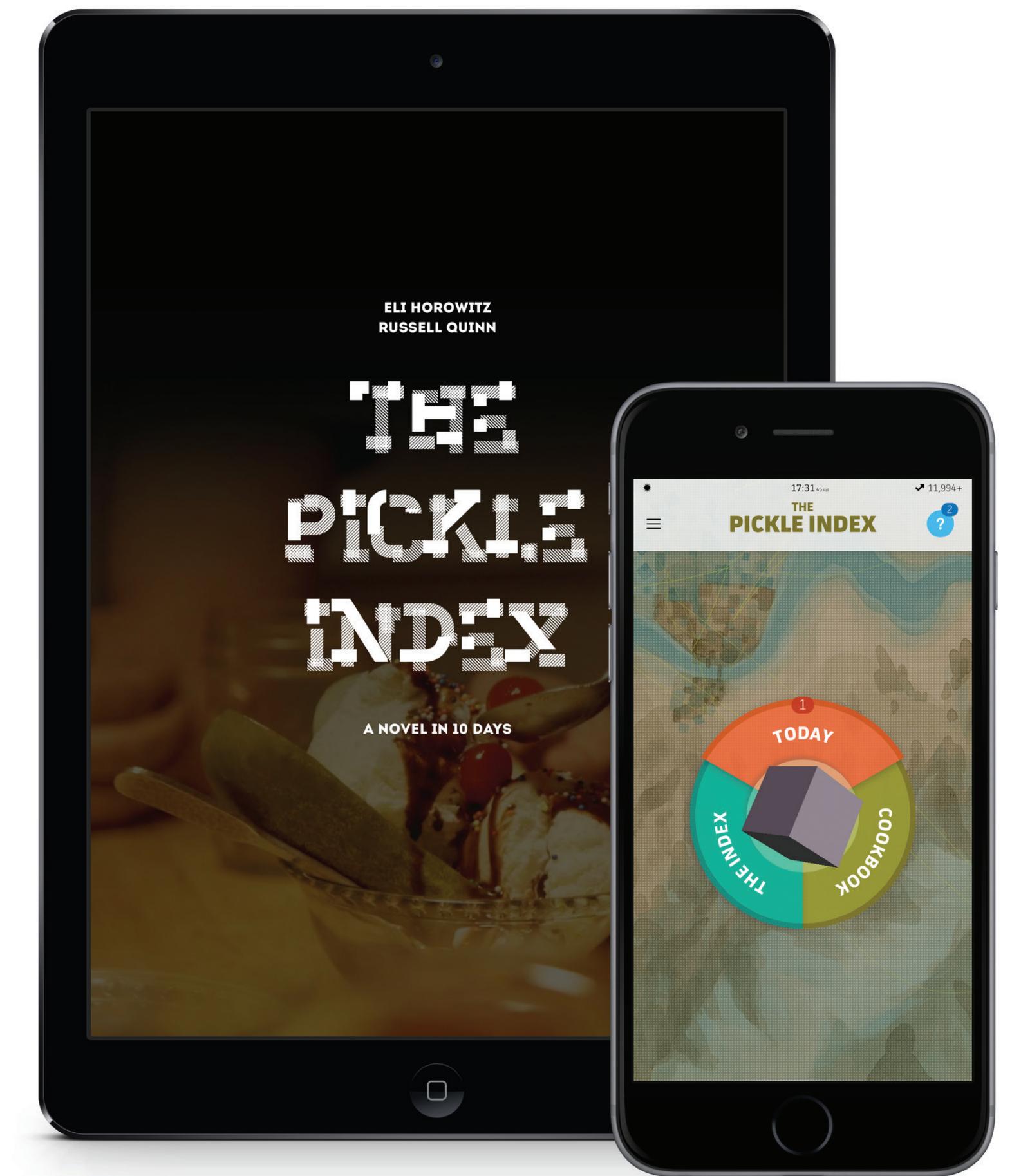
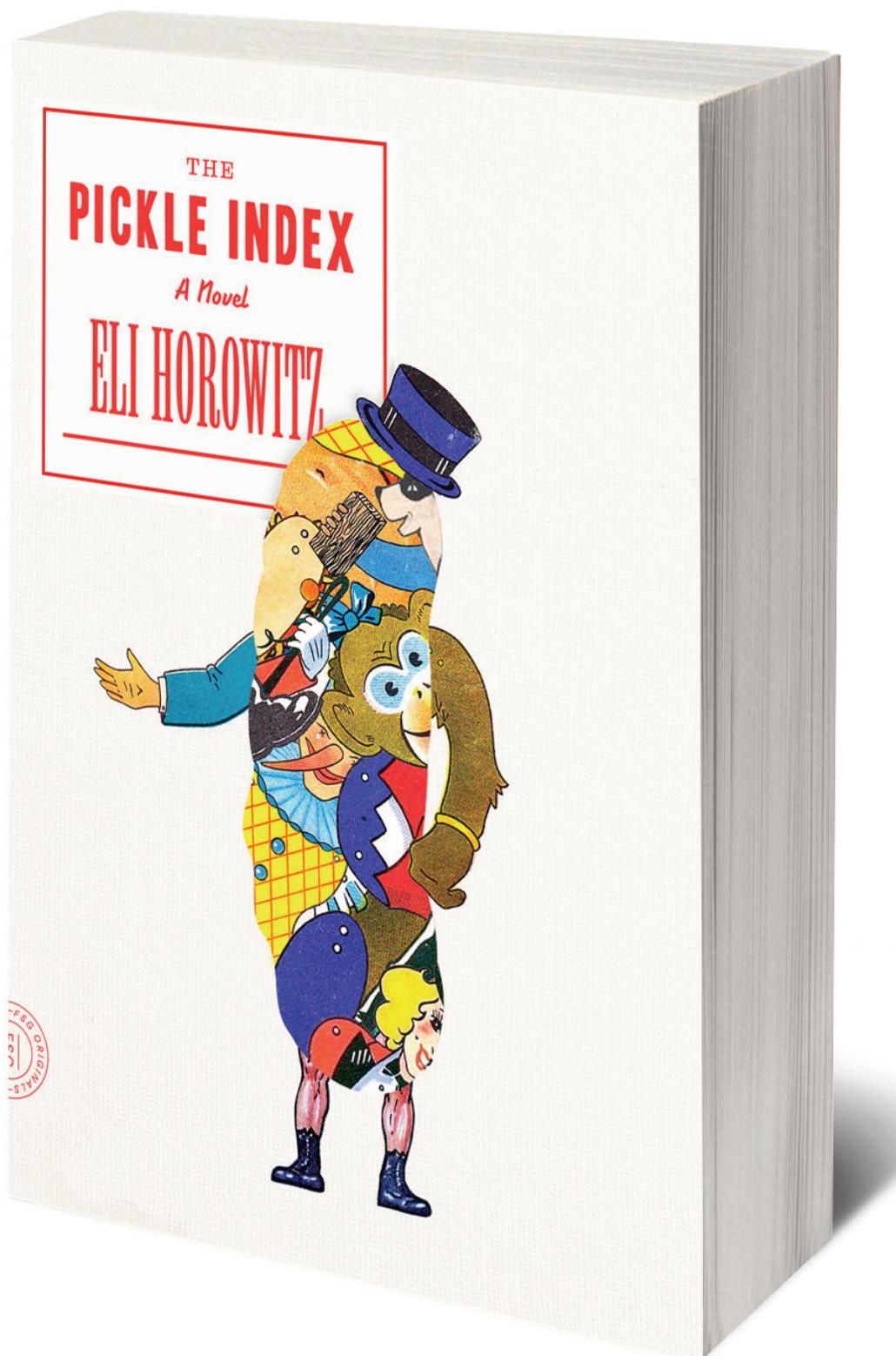
**family**

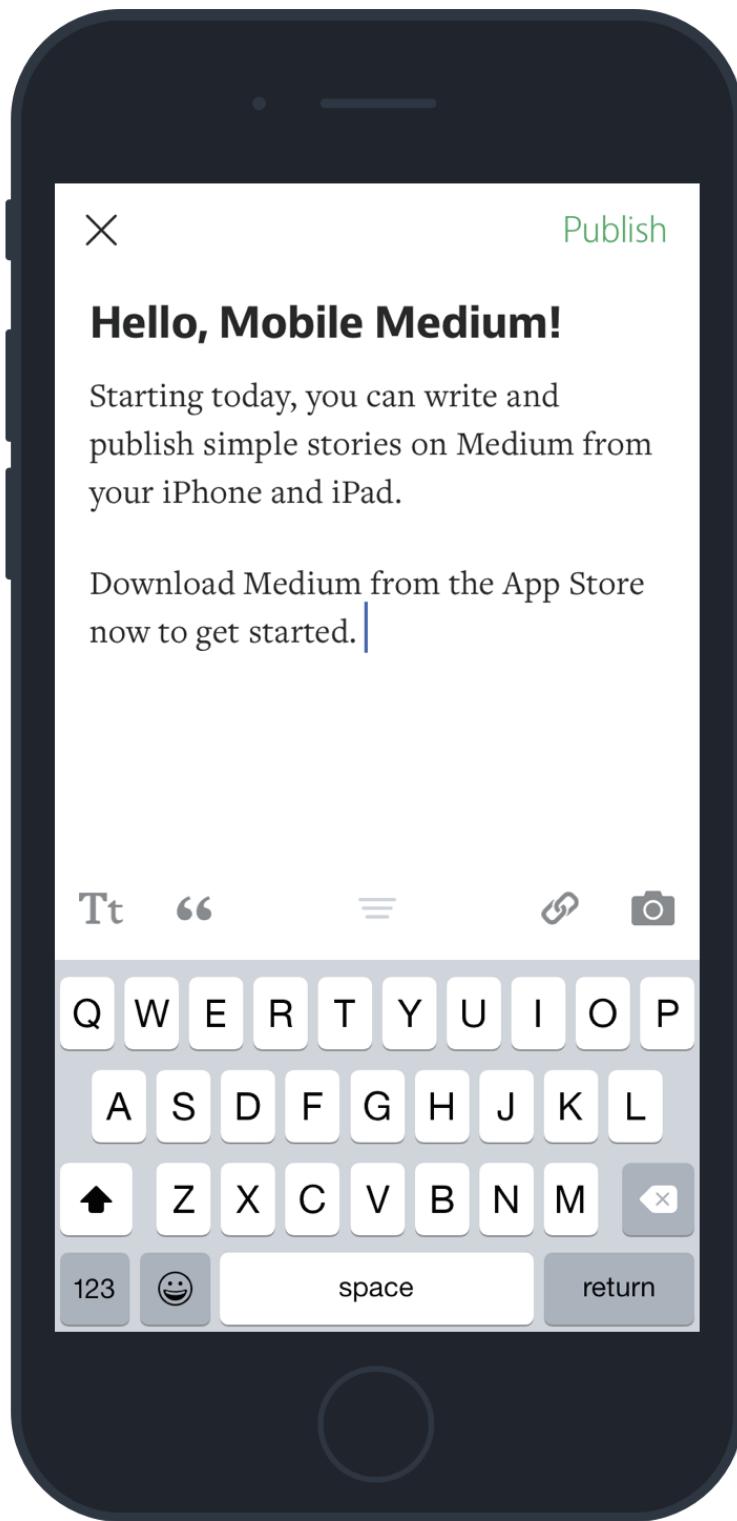
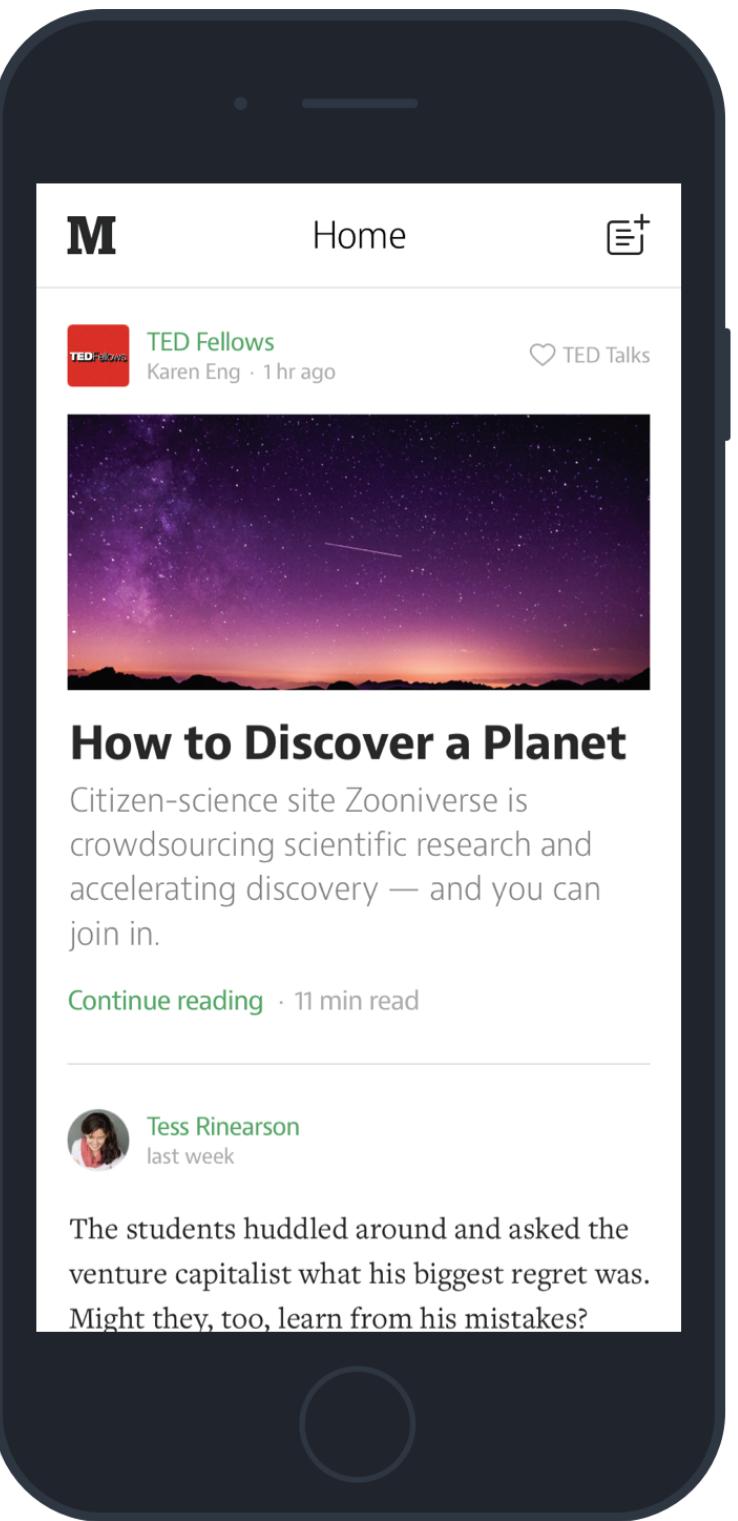
by Susan Childress Nichols

[Applications](#)[Chat \(2\)](#)

12







The edges are blurring.

THE MEDIUM  
IS THE  
MESSAGE



THE MEDIUM  
IS THE  
MESSAGE

“The content or message of any given medium has as much importance as the stenciling on the side of an atomic bomb.”

“Never before in history have the decisions of a handful of designers (mostly men, white, living in SF, aged 25–35) working at 3 companies had so much impact on how millions of people around the world spend their attention.”

—Tristan Harris

“The entire globe has been encrusted with a geological layer of design.”

—Mark Wigley and Beatriz Colomina

DESIGN

+

TECHNOLOGY

=

CULTURE

Technology criticism

Distribution/Information

Publics/public sphere

Social networks

sustainability

open source

Automation/AI/Bots

neutrality/ethics

How does the medium change the message?

How does technology change the design?



# THE FIVE OBSTRUCTIONS

"BRILLIANT...ENGROSSING..."  
—ELIZA MITCHELL, THE NEW YORK TIMES







DREJEBOG  
OLE JOHN  
JØRGEN LETH

Leth must remake the film in Cuba, with no set, and with no shot lasting longer than twelve frames, and he must answer the questions posed in the original film.

Leth must remake the film in the worst place in the world but not show that place onscreen; additionally, Leth must himself play the role of “the man.” The meal must be included, but the woman is not to be included.

Leth must remake the film as a cartoon.

In this class, we will participate in our own Five Obstructions – remaking the same project five times over the course of the semester with different technological, aesthetic, and formal obstructions.

## FIRST OBSTRUCTION:

Design three posters without using any Adobe products.

Format: it can be any size and any shape.

Tools: How can you use a word processor, handmade, HTML/CSS, iMovie, online tools, etc?

Distribution: consider print vs. digital, screen-based vs. projection, etc.