

Design & Image I

IDP - MMED - 1051

The Design & Image course focuses on design applications based on the theory covered in the Visual Communications course. The expectation is that you will be learning and using the Adobe Creative Suite software for the purposes of completing all term work, including the FIP.

This document may be subject to change throughout the term so please ensure that you are using, and reading from, the most recent, updated version of the Design & Image 1 document.

Class One: Introduction

- Program Introduction
- Course overview
- Web conventions and design approach
- Final Integrated Project

★ No homework

Class Two: Brand and Style (XD, Illustrator & Photoshop)

- ★ **Homework Assignment #1** - (Coke-Cola drawn in Illustrator - finish the file started in class) = 10%
- ★ **Homework Assignment #2** - (Planning Document - concept maps, lists, site map – sketches by hand[lo-fidelity] and XD layout [hi_fidelity]) = 10%

Class Three: Wireframing (XD, Illustrator & Photoshop)

Lesson: Couples Resort layout pt.1

– Cola-Cola redraw homework #1 due; **value = 10%**

Class Four: Wireframing (XD, Illustrator & Photoshop)

Lesson: Couples Resort layout pt.2

- ★ **Homework Assignment #3** - Managing space C9W (Cloud 9 Walkers) – Homework assigned = 10%

– Planning Document homework #2 due; **value = 10%**

Class Five: Wireframing (XD, Illustrator & Photoshop)

Lesson: Couples Resort layout pt.3

Class Six: Mid Term

- ★ An in-class deliverable during the regularly scheduled day and time; **value = 15%**
This deliverable will be a practice exercise based on the first five weeks of content taught in Design and Image I. You will be required to complete an entire, finished webpage design and layout – from a

provided sketch – in XD). **This will be a timed deliverable** (3 hours of normal class time will be granted for the completion of this Mid Term deliverable).

– C9W (Cloud 9 Walkers) Homework #3 due; **value = 10%**

Class Seven: Design Layout & Image optimization pt.1

Class Eight: Design Layout & Image optimization pt.2

★ **Homework Assignment #4** for CGS Photoshop Part 1 = 10%

Class Nine: Design Layout & Image optimization pt.3

★ **Homework Assignment #5** for CGS Photoshop Part II = 10%

– Image Optimization (CGS) Homework Part I Due; **value = 10%**

Class Ten: Design Preparation pt.1

Couples Resort in-class deliverable – **grade value = 5%**

Class Eleven: Design Preparation pt.2

Photoshop and Illustrator image/shape edits

– Image Optimization (CGS) Homework Part II Due; **value = 10%**

Class Twelve:

Photoshop and Illustrator image/shape edits

Class Thirteen:

- TBA

Class Fourteen: Final Project Due – **grade value = 30%**

- Please read the Integrated Assignment sheet for specific details pertaining to the due date and times for this cross-curricular assignment. **No D&I class this week.**

Grade Recap for the Term:

- Due class 02 – Coke-Cola – **grade value = 10%**
- Due class 03 – Planning Document – **grade value = 10%**
- Due class 06 – C9W (Cloud 9 Walkers) – **grade value = 10%**
- Due class 06 – Mid Term In-Class Deliverable – **grade value = 15%**
- Due class 09 – Image Optimization (CGS) Homework pt 1. – **grade value = 10%**
- Due Class 10 – Couples Resort in-class Deliverable – **grade value = 5%**
- Due Class 11 – Image Optimization (CGS) Homework pt 2. – **grade value = 10%**
- Due Week 14 – Final Integrated Assignment – **grade value = 30%**

Total grade value = 100%

Homework: Week Week (1)

Coca-Cola Logo Redraw In Illustrator

10% of Term Grade

Assignment Description:

Redraw the Coca-Cola in Illustrator from the reference image provided in class.

Submission:

Submit the completed Coca-Cola logo redrawn using Illustrator (.ai) and saved as a Legacy format that we learned in class.

Step(s):

1. Make a folder named = LastName_FirstName_Coca-Cola.ai
This will be the file you will upload to Visual Communications Submission on FOL.

Grading (100 Points = 10% Term Weight)

- The method of assessing this assignment will be by placing your submitted Illustrator file of the Coca-Cola logo over the original image provided to you in class. The grade will be based on the overall accuracy of your drawing when compared to that file.
- The grade is not being assessed on the technical proficiency of the Illustrator process but more your ability to achieve a reasonably good facsimile of the original logo.

Note:

I will not be providing any feedback or comments for this assignment. All grades will be derived from the accuracy of the file you submit and the overall adherence to the assignment requirements stipulated herein.

Due Date:

By the start of the next Design & Image class (Week 2).

Homework: Week Two (2)

Planning Document / Research Assignment (Brand, Site Map, Moodboard, Concept Map, etc, for FIP)

10% of Term Grade

Assignment Description:

Complete the planning document using Adobe XD.

Assignment Requirements:

- Use Adobe XD to create a unique Planning document for the FIP (Final Integrated Assignment).
- Provide a link to your XD file that you create for the purpose of this homework assignment. You can paste the link from Adobe XD into the comments section of the 'Submission' area on FOL for this assignment.

Submission:

The following bulleted-list of items must be started for Homework #2. Items listed in red must be completed.

- **Theme for the FIP must be chosen**
- **Website wish-list/deliverables**
- Calendar schedule started with some dates included. (The final submission date for the FIP should be included – Monday, December 5th, 2022 @ 5pm.
- Overview of the theme/subject of the FIP. Brand identity features have been started (colour, typography, photos, logo design, copy for website, etc,)
- All rough work to date has been included in the document.
- **FIP based Moodboard should be complete.**
- Site map started (homepage and possible interior pages of the website – you are required to only design the layout for two pages of the website, with their mobile (phone) counterparts.
- Wireframe/design layout concepts.

Grading (100 Points = 10% Term Weight)

- Theme of the FIP website = 1%
What is your website going to be about?
- Website wish-list/deliverables = 2%
If your website were going to be an actual full website; What would contain in its pages?

- Calendar Schedule = 1%
- Overview Statement = 1%
A minimum of **two paragraphs** which addresses the unique qualities and design features of your brand and website theme. This part of the document you make a case for the design choices you have chosen and developed to represent your given brand. Branding features (typography, style, colours, alignment, etc.).
The overall collection and representation of your branded ideas.
- Concept Map = 1%
A brainstorming process which hopefully produces a large amount of ideas and associations you can use for the purposes of developing brand identity features.
- Moodboard = 2%
A visual collage depicting found resources which help to suggest and represent the possible style features of your brand.
- Site Map = 1%
A website structure depicting how all pages of the website relate to one another.
- Concept (Design & Layout) = 1%
Design and layout concepts for their website have been started.

Due Date:

By the start of Design & Image class (Week 4).

Note:

I will not be providing any feedback or comments for this assignment. All grades will be derived from the accuracy of the file you submit and the overall adherence to the assignment requirements stipulated herein.

Homework: Week Four(4)

Cloud 9 Walkers(C9W)

10% of Term Grade

Assignment Description

Restructure the Cloud 9 Walkers website '**Home Page**' in a way you feel would be an improvement over how the website presently looks, feels and functions.

You have full creative freedom to rearrange, reposition and condense the website home page content to conform to a better use of page space. The page content must be consistent with the current website. You can rework the content but you can't eliminate

any photos or text. Consolidate and 'chuck' content like a news or social media page might do with their content.



Use whatever software you wish to use or do it completely by hand (use rulers if you pick this option) if you choose. The main goal is to redesign the content for the home page to make better use of available space and provide clearer content to the user.

Assignment Process

Step 1:

Create a list of the main features and content of this websites homepage. If you had to define ten things that the home page of Cloud 9 Walkers wants to communicate to their audience/visitor to the page, what would those ten things be?

Step 2:

Create a hierarchy from this list (top down of importance).

Step 3:

Create at least five unique sections that will break this page up into more manageable chunks. Give each chunk/section a definition name; eg) 'Horses for Sale' or 'Riding Lessons'.

Step 4:

Draft a basic wireframe for this new structure. This design design not need to contain any content, just some type of visuals that will communicate your points visually.

Submission Requirements

Please submit your work as a **PDF** and/or **XD link** to your work on the Adobe Cloud.
LastName_FirstName_C9W.pdf

Grading (100 Points = 10% Term Weight)

- **Step 1 to Step 4 = 4%** (1% for each of the four steps)
- **Submitting your file as a pdf** and with the correct naming convention by the due date = 1%

Due Date:

By the start of the next Design & Image class (Week 6).

Note:

I will not be providing any feedback or comments for this assignment. All grades will be derived from the accuracy of the file you submit and the overall adherence to the assignment requirements stipulated herein.

Homework: Week Eight (8)

Custom Guitar Shop (File Naming, Organization & Image Optimization)

10% of Term Grade

Assignment Description:

Open the file named 'Custom Guitar Shop.psd' and complete the Website Naming & Organization, Image Optimization and File Completion process in Photoshop. The website design needs **images of Les Paul guitars** and the Photoshop file needs organizing and better naming practices (for layers). Your task is to complete this file so that it is ready for a developer to start building a completed website for the Custom Guitar Shop client.

Assignment Specifics:

You are required to:

2. Source(find from the internet) images of the Gibson Les Paul Guitars (they do not need to match the titles that make up the gallery of the website but they **MUST** at least be **Gibson Les Paul guitars**). All images need to be '**embedded**' or '**drag-n-dropped**' from an open file/script file, into the psd file you submit (*NO linked images*)

please).

3. Rename all layers with a logical, usable, easily understood, descriptive names. Make sure to include the appropriate naming conventions for image types (jpg, png and gif) for ALL image layers within the webpage design. This is the same process covered in class for generating images from a psd file when saving in Photoshop. Remember, these images are being generated so that they may be included in your 'images' folder for your website, so you want to ensure you are using a standardize web practice for naming: no capital letters, not open spaces, etc,). *I will be focusing mainly on image layers and not so much on the other layers that make up the website design.*
4. Organize layers into a logical folder structures. Essentially, clean up and organize this *somewhat* messy Photoshop file. Ie, Make it look professional.

Do not change the layout or content of the website in any way apart from adding your images and reducing the overall aspect ratio of the page by half.

All images within the provided Photoshop file and the images you add as part of the assignment need image extensions (jpg, gif, png). No svg's are to be used or generated for this assignment.

Stretched or squished images are not acceptable.

Submission Requirements:

The following requirements need to be fulfilled for this assignment.

1. **One completed psd file** (half size of original).
2. **Proportional scaled(sized) and properly clipped Gibson Les Paul guitar**
3. **All images must be assigned an extension in your PSD.** The extensions needed for this assignment should be either .jpg, gif or png.
No vector files(svg) need to be created for this assignment.
You do not need to include an assets/images folder containing your images. Turn your 'Image – Generate – Image Assets' **off** when you save and submit your psd file.

The assignment must be submitted to the FOL dropbox before next class or within the first ten minutes of next class. The dropbox will close after ten minutes at the start of next class.

Method of Submission:

Finished file name:

LastName_FirstName_CGS.psd – **Half or one-third size**

Finished folder name:

LastName_FirstName_CGS.zip — **no .rar files.**

Grading (100 Points = 10% Term Weight)

Grades will be based on the following criteria.

1. One psd file for the CGS **at half size** (of the original file that was provided to you) = **.5%** (see posted video for the lesson that we covered in class on PSD half-sizing).
2. 15 Gibson Les Paul guitar images, clipped ('Clipping Mask') into your Photoshop file = **5%** (1% for each row successful completed).
3. Proportionally sized images to the area they occupy in the wireframe layout **1%**
4. Each layer must be named using a standardized web conventions, organized in logically defined folders with an appropriate image extension applied to each (jpg, gif or png) = **3%**
5. The submitted file must have the appropriate naming convention and zipped (no .rar files) = **.5%**

I will not be providing any feedback or comments for this assignment. All grades are derived from the grading list above.

Due Date:

By the start of the next Design & Image class (Week 9).

Note:

I will not be providing any feedback or comments for this assignment. All grades will be derived from the accuracy of the file you submit and the overall adherence to the assignment requirements stipulated herein.

Homework: Week Nine (9)

Custom Guitar Shop (Filter and Sort Feature)

10% of Term Grade

Assignment Description:

Open your Photoshop homework file from last week for 'Custom Guitar Shop'. Create the 'Sort & Filter' features using the list provided within this document. You are tasked with completing all the requests from the client, provided to you in the 'Content to be added to the CGS Website' area below. The web developer needs to know how the 'Filter & Sort' feature will look and function in order for her to build that feature for the Custom Guitar Shop website.

Assignment Specifics:

Do not change the layout or content of the website in any way apart from adding the required features outlined in this document.

All images within the provided Photoshop file and the images you add as part of the assignment need image extensions (jpg, gif, png).

** Stretched or squished images are not acceptable.

Filter and Sort Features to be added to the CGS Website:

The listed items below all need to be added to the preexisting CGS website design that you started working with last week. Read this document carefully and understand what is needing to be communicated from the list herein. It is your choice as a designer to make the filter system work as you see fit to best meet the needs of your client and provide the utility that is expected by the end user.

**** The bolded information listed below** needs to be added to the homepage of the Custom Guitar Shop website.

1. **CGS inventory includes over five hundred custom guitars in stock!** – *This statement needs to be communicated somewhere within the design of this homepage.* It MUST adhere to the design styling and aesthetic of the Custom Guitar Shop Brand Standards that make up the visuals this homepage design.

2. **Gift Certificates Available!**

Your gift certificate can be made out to any dollar amount. They can be purchased or redeemed at any CGS store outlet or for online purchase.

– This statement needs to be communicated somewhere within the design of this homepage. It MUST adhere to the design styling and aesthetic of the Custom Guitar Shop Brand Standards that make up the visuals this homepage design.

3. 'Filter' and 'Sort' Features –

MODEL:	PATTERN:	MATERIAL:	COLOUR:
<ul style="list-style-type: none"> • Telecaster • Stratocaster • Les Paul • Flying V • Firebird • Jazzmaster • Falcon • Paul Reed Smith • SG • Dobro • Explorer • Dreadnought • Parlour • Jumbo • Auditorium • Classical 	<ul style="list-style-type: none"> • Solid • Sunburst • Striped • Dotted • Faded • Burnt • Worn • Checkered • Scratched • Tarnished • Matte 	<p><i>(please add a texture visual for each material type. You will need to source this out yourself):</i></p> <ul style="list-style-type: none"> • Mahogany • Ash • Maple • Basswood • Alder • Poplar • Walnut • Spruce • Holly • Acrylic • Carbon Fibre • Glass (for solid body guitars only) • Metal 	<p><i>Custom colours are available upon request and subject to additional pricing.</i></p> <ul style="list-style-type: none"> • Little Red Rooster • Greensleeves • Fade to Black • White Room • Pink Moon • Orange Blossom Special • Purple Haze • Silver Dagger • Gold Dust Woman • Brown Eyed Girl • Blue Suede Shoes • Touch of Grey

Submission Requirements & Grade Values:

The following requirements need to be fulfilled for this assignment (CGS - Part 2).

1. **One completed psd file** (1/2 or 1/3 size of original psd dimensions) = **.5%**
2. **CGS inventory statement** somewhere within the website design = **1%**
3. **Gift Certificates Available statement** somewhere within the website design = **1%**
4. **'Filter' and 'Sort' features** shown in their entirety = **2%**
5. **Proportional scaled(sized) and properly clipped images.** *Do not stretch or squish any of your images.* Always be considering how the brand colours could be used within your design work. **All images in your psd file must be assigned an extension.** The extensions needed for this assignment should be either .jpg, gif or png.

No vector files(svg) need to be created for this assignment.

You do not need to include an assets/images folder containing your images. Turn your 'Image – Generate – Image Assets' **off** when you save and submit your psd file = **.5%**

Method of Submission:

Finished file name:

LastName_FirstName_CGS-Filter.psd– **Half or one-third size**

Finished folder name:

LastName_FirstName_CGS-Filter.zip — **no .rar files.**

Due Date:

By the start of the next Design & Image class (Week 11).

Note:

I will not be providing any feedback or comments for this assignment. All grades will be derived from the accuracy of the file you submit and the overall adherence to the assignment requirements stipulated herein.

Additional Information:

All work submitted throughout the term will be required to adhere to the **Fanshawe Code of Conduct** and additionally maintain the standards of appropriateness as expected with any public forum. These standards of expectation include, but are not limited to, such things as; appropriate imagery (no explicitly sexual, oppressive or violent imagery will be accepted); no expletives, gender and/or racial slurs or inappropriate communications, written or verbal, where someone might take offence; no actions or words that threaten or cause an environment of discord or unease. If you are questioning any work that you feel 'might' be subject to one or more of these terms it is your responsibility to communicate such concerns to your course instructor, or to the IDP coordinator, before proceeding with your work.

Plagiarism (e.g., failure to acknowledge sources used, submitting another student's work under your name, or producing work for another student to submit) is a serious academic offence that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the chairperson of the Communication Arts division. The penalties shall range from failure of an assignment to possible failure of the course. Students shall not make the assumption that any provision will be made by the professor to permit the student to rewrite or redo failed assignments.

Missed tests/exams will not be rescheduled without some valid evidence of some important event over which the student has no control (e.g., Court appearance, death in the family). Missed tests or exams, therefore, can receive a zero. The students are advised to notify the professor prior to missing the test.

Students are expected to hand in all assignments to the course instructor on the due date, and all assignments must be submitted in the format specified by the instructor (e.g., on FOL, in printed form, on a specific lab computer, etc.); assignments will not be accepted in any format other than that specified.

Late assignments will not be accepted, nor will make up test or assignments be permitted, without some valid evidence of some important event over which the student has no control (e.g., documented illness, death in the family). Missed tests or assignments, therefore, will receive a mark of zero. Late assignments and make-up tests will only be permitted following the submission of adequate documentation acceptable to

the instructor (e.g., a doctor's note). Students are advised to notify the instructor prior to missing an assignment due date or a scheduled test.

Immediately upon return from an illness/absence in which a test or assignment has been missed, the student is responsible for contacting the course instructor to discuss the problem. The instructor will make arrangements for any student deemed eligible. The alternative test/assignment will be of equal value to the one missed with no grade penalty. The timeline and due dates will be determined by the course instructor.

At mid-term, any unsatisfactory results will be reported to the student.

This course may be revised by the professor with suitable notification to the students. Students are responsible for making arrangements to pick up missed handouts, assignments and course announcements from classmates.