



## DIGITAL IMAGE DESIGN

36-1300-03 – 3 credits  
Wednesday 6:30PM - 9:20PM  
916 S. Wabash Ave, 139

Interactive Arts and Media  
Columbia College Chicago  
916 S. Wabash Ave. Chicago IL  
<http://iam.colum.edu>

**Instructor Name:** Trevor McNaughton

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**Fax Number:** 312-369-8084

**Office/ Mailbox:** 916 S. Wabash Ave. Rm: 101

**Office Hours:** During class breaks, before and after class or by appointment

**Class portal:** <http://lms.colum.edu/>

**Dept. Phone:** (312) 369 7578

**Home Phone:** (773) 931 2958

### Course Introduction

Welcome! This introductory design course will focus on the basics of design thinking and principles of powerful professional design applications. Students will be challenged to explore their own ideas while learning to think critically about design, art, and ideas. The class will lay the groundwork for understanding how to talk about design, ideas, and execution.

### Course Description

This fundamental media art course introduces students to imaging applications and techniques for art-making through demonstrations, assignments and projects. The development of technical, conceptual and aesthetic skills and concepts will inform an introductory body of work. Idea development, research, vocabulary and critical analysis skills will enhance development of individual voice.

**PREREQUISITES:** None

**INSTRUCTIONAL RESOURCE FEE:** \$70.00

### Add/Drop and Withdrawal Dates:

- **Monday, September 8:** End of Program Revision and late registration, last day to add classes or change course sections
- **Monday, September 15:** Last day to drop classes. The class will not appear on your academic record
- **Monday, October 27:** Last day to withdraw from classes

At the conclusion of this course students will be able to:

- Learn how the integration of the elements of design and gestalt principles define the vocabulary of visual arts and will begin to develop their own visual vocabulary to create compelling work;
- Learn visual technology tools and skills through projects and assignments that investigate media, cultural and semiotic theories;
- Explore the social and cultural implications of media art through projects that build on fundamental development concepts including goal-oriented research, idea development, analysis, process, design and production;
- Demonstrate the ability to critically analyze media art;

- Demonstrate understanding of fundamental computer file conventions used in new media including formats, naming conventions, FTP, resolution, and how to begin to plan and create specifically for different media contexts.

### Course Work and Grading:

In addition to the general work discussed above, your performance in this class is judged in part on participation, writing and critique assignments, exams, and the final project.

### ASSIGNMENTS AND PROJECTS

Assignments and Projects are to be submitted at the start of the class they are due. If you do not submit the assignment at the time it is due, your grade on that assignment will be reduced as follows: 10% of your final grade on the assignment, per week. No assignment will be accepted over 2 weeks late. THIS IS A HARD AND FAST RULE -- NO EXCEPTIONS. No assignments will be accepted after the end of the last class. Problems with computers (printers or emails) do not suffice as explanation for late assignments. In the event that you email an assignment because of an absence, you must confirm receipt of that email and still turn in a hard copy to the instructor's upon your return to campus.

### Course Work Percentage Breakdown

Exams	20% (200 points)
Assignments	25% (250 points)
Projects	40% (400 points)
Attendance/Class Participation	15% (150 points)

Assignment	Due	Points
Assignment 1	9/10	5
Assignment 2	9/17	5
Project 1	10/1	10
Assignment 3	10/15	5
Midterm	10/22	10
Project 2	10/29	10
Assignment 4	10/29	5
Assignment 5	11/19	5
Final Project	12/10	20
Final Exam	12/10	10
Participation/Attendance	--	15

Please note that grades are assigned as follows:

A = 93 % and above (930 points+)	B- = 80 - 82% (800 - 829)
A- = 90 - 92% (900 - 929 points)	
B+ = 87 - 89% (870 - 899)	C+ = 77 - 79% (770 - 799)
B = 83 - 86% (830 - 869)	C = 73 - 76% (730 - 769)

C- = 70 - 72%	(700 - 729)	F = 59% and below	(599 points and below)
D = 60- 69%	(600 - 699)		

The instructor is the final arbiter of all grades for the class. The instructor is the final arbiter of all grades for the class. Posted grades do not necessarily reflect the final grade you will receive in the class. Please note that the only grades given in this class are as follows:

Quality of Performance	Description	Grade
Excellent	The student has exceeded the high expectations of the course (excellent effort and products).	A, A-, B+
Good	The student has met the high expectations of the course (good effort and products).	B, B-, C+
Satisfactory	Acceptable achievement. The student has shown some effort and is showing growth, but is not meeting the high expectations of the course.	C
Poor	Minimal achievement (The student has not met the requirements of the class and must repeat the course, if required by their Major.)	C-, D
Failure	Inadequate achievement (The course must be repeated.)	F
Incomplete	See section on Incomplete Grade below.	Inc.

**Grade Requirements for Major:** You are required to finish with a "C" grade or better if this class is required for your Major, or is a prerequisite for a class required by your major. If you do not, you must take this class again and cannot advance to the next required class.

**Incomplete Grade:** An Incomplete Grade (I) can only be issued for an undergraduate student who has met the following criteria: The student has successfully completed all course requirements to date but is faced with unexpected circumstances during the final weeks of the semester resulting in the inability to complete course requirements by the end of the semester. The student must have, in the instructor's estimation, the ability to complete missed course requirements outside of class and by the end of the eighth week of the following semester. The instructor must agree to evaluate the student's work and replace the Incomplete grade before the end of the following semester. An agreement specifying work to be completed and a due date must be signed by both instructor and student and approved by the Department Chair. In the event that an instructor is no longer employed by the College, a program Coordinator, Director, or the Department Chair can evaluate the work and assign the course grade.

### Academic Progress Report (APR)

New Federal guidelines require that students be dismissed from the college who fail to attain "Satisfactory Academic Progress" (SAP) for two semesters in a row. SAP is defined as achieving at least a 2.0 GPA, and a 2/3 completion rate (e.g., 4 classes successfully completed out of 6 classes enrolled; note that withdrawals do not affect GPA but DO affect completion rate). Columbia College has a range of programs to help students with difficulties, and has implemented a new Academic Progress Report (APR) to identify students who may benefit from that help.

**During the fifth week of the semester,** teachers will review a checklist of their students, and rate each student "Satisfactory," "Unsatisfactory," or "Never Attended." Students rated "Unsatisfactory" will be contacted and help will be offered. The APR rating is NOT a grade -- it's an advising tool to help students in their progress toward a Columbia College degree.

**Required Texts and Supplies/Materials:**

- *Graphic Design: The New Basics* by Ellen Lupton & Jennifer Cole Phillips (ISBN 978-1-56898-947-1)

**CLASSROOM POLICIES:**

**Email:** All students are assigned a @loop.colum.edu email when they first register. This is the only email that instructors use to contact you about assignments, scheduling, or other classroom issues. It is your responsibility to check this email regularly for information. You can access your @loop.colum.edu email via a link at the bottom of the left hand column of the Oasis portal. (<http://oasis.colum.edu>) We recommend that you either check that email daily or forward it to an email account that you do check daily.

**Backup and Archival Policy:** Students are responsible for maintaining their own backup copies of all digital works. The Interactive Arts and Media department provides each registered student with server storage space as a courtesy and convenience, but does not guarantee access to that server space nor does it guarantee the safety of those digital files. Maintain your own electronic backup of your important files.

Additionally, as part of this class, you may be asked to provide all class work, documentation, proposals, and projects in electronic form on a CD or DVD-ROM on the last day of class. Your instructor will inform you if this is required, and of the specifics of the requirement.

**Academic Honesty and Conduct:** Academic honesty is expected of all students. Any inappropriate use of materials or plagiarism will not be tolerated. (See Academic Integrity Policies on pg. 18 of the Columbia Catalog.)

In line with Columbia's Student Code of Conduct, students are reminded that Columbia expects students to treat each other, faculty, and staff with respect. Harassment of any kind is forbidden, as is exposing students or faculty to material and images that might be considered offensive.

All work submitted in this course for academic credit must be your own original work, the original work of the group of students cooperating in a project, and/or adhere to all relevant copyright and intellectual property ownership laws. You are all responsible for your own work, and while consultation and discussion of course topics with other students is encouraged, submitting another student's work as one's own - in whole or in part - will result in a zero for that assignment for all students involved. Additional penalty for violation of this policy could be extended to include failure of the class or other disciplinary action at the discretion of the instructor, the department, or Columbia College Chicago.

For more information on the use of copyright material please consult the following sources –

Copyright and Fair Use - <http://fairuse.stanford.edu/>

The U.S. Copyright Office - <http://www.copyright.gov/>

Digital Millennium Copyright Act - <http://www.copyright.gov/legislation/dmca.pdf>

Fair Use of Online Video - <http://tinyurl.com/5gw89s> (American University)

**Attendance:** Students are expected to attend every session and arrive on time, prepared for the class at the indicated start time. It is the Interactive Arts and Media departmental policy that a student automatically fails the class upon their third unexcused absence. (You are out on the third strike.) Two late arrivals (after the beginning of class) equal one absence. Lateness of more than one-half hour is the equivalent of an unexcused absence. Students leaving class early are considered late for the amount of time missed. Students who do not get to class before mid-class break, or do not return after the break, will be marked as absent for that session. Medical and other emergency leave of absences follow a different policy. Please contact your instructor if such a situation arises.

Students are expected to maintain communication with their instructor regarding their presence in class. Maintaining communication with the instructor allows that instructor the option of marking an absence as excused, rather than unexcused, at his or her discretion. All communication regarding an absence or lateness should occur before the session in question. Contact information for the instructor is at the top of this syllabus.

An absent student is still responsible for turning in all required assignments on time, unless a prior arrangement is made with the instructor. The instructor may, at his or her discretion, require make-up work or assignments in the place of missed class work.

**Class Website and Blog Policy:** As part of this class, you will be expected to create and maintain a class portfolio website or blog. This website should feature all of your in-class and homework assignments. It is your responsibility to maintain working links to all of these projects. These links will be used for grading the projects and a missing link will be considered the same as a missing assignment. You are responsible for insuring that a blog posting appears properly after submission. You are also solely responsible for the content of your class website and/or blog. (See the information on Academic Honesty and Copyrights in a preceding section.)

### **STUDENTS WITH DISABILITIES**

Columbia College Chicago seeks to maintain a supportive academic environment for students with disabilities. Students who self-identify as having a disability should present their documentation to the Services for Students with Disabilities (SSD) office. After the documentation has been reviewed by the SSD office, a Columbia College accommodation letter will be provided to the student. Students are encouraged to present their Columbia accommodation letters to each instructor at the beginning of the semester so that accommodations can be arranged in a timely manner by the College, the department, or the faculty member, as appropriate. Accommodations will begin at the time the letter is presented. Students with disabilities who do not have accommodation letters should visit the office of Services for Students with Disabilities, Room 304 of the 623 S. Wabash building (312-369-8296).

### **LEARNING STUDIO**

The Learning Studio, located on the first floor at 618 S. Michigan, is an excellent resource for your academic progress and success. The Learning Studio provides tutoring from Accounting, from the Science and Math Learning Center, from the Foreign Languages Lab and from the Writing Center. Students who use the Learning Studio tend to get better grades, so I encourage you all to make the most of this opportunity. You can make an appointment through Oasis (using the "My Appointments" tab), call the Learning Studio at 312-369-8130, or drop in. Please visit the website at [www.colum.edu/learningstudio](http://www.colum.edu/learningstudio) for more information.

### **IAM OPEN LAB HOURS:**

**Computer Labs:** 916 South Wabash Rm: 122 For lab hours and software inventory, see [http://imamp.colum.edu/mediawiki/index.php/RM\\_122](http://imamp.colum.edu/mediawiki/index.php/RM_122)

**SEMESTER SCHEDULE**

This schedule may change as the course progresses. You will be notified of any changes during class. All information is available on our Moodle site. Changes will also appear on our Moodle site.

Class	Date	Lecture/Class Topics	Reading / Assignments
1	9/3	Introduction <ul style="list-style-type: none"> <li>- Syllabus walkthrough</li> <li>- First day survey</li> <li>- Illustrator Basics</li> </ul>	Due <ul style="list-style-type: none"> <li>- Nothing</li> </ul> Read <ul style="list-style-type: none"> <li>- Point, Line, Plane (pg 12-27)</li> </ul> Watch <ul style="list-style-type: none"> <li>- (Illustrator Tutorial)</li> </ul> Complete <ul style="list-style-type: none"> <li>- Assignment 1</li> </ul>
2	9/10	Building Blocks <ul style="list-style-type: none"> <li>- Gestalt theory</li> <li>- Pen Tool Basics</li> <li>- Assignment 1 critique</li> </ul>	Due <ul style="list-style-type: none"> <li>- Assignment 1</li> </ul> Read <ul style="list-style-type: none"> <li>- Color (pg 70 - 83)</li> <li>- <a href="http://freelancefolder.com/typography-essentials-a-getting-started-guide/">http://freelancefolder.com/typography-essentials-a-getting-started-guide/</a></li> </ul> Watch <ul style="list-style-type: none"> <li>- (Illustrator Tutorial)</li> </ul> Complete <ul style="list-style-type: none"> <li>- Assignment 2</li> </ul>
3	9/17	Color & Type <ul style="list-style-type: none"> <li>- What is good type?</li> <li>- Fundamentals of Typography</li> <li>- Color Theory Basics</li> <li>- Class work time for Project 1</li> </ul>	Due <ul style="list-style-type: none"> <li>- Assignment 2</li> </ul> Read <ul style="list-style-type: none"> <li>- Rhythm &amp; Balance and Scale (pg 28 - 51)</li> </ul> Watch <ul style="list-style-type: none"> <li>- (Illustrator Tutorial)</li> </ul> Complete <ul style="list-style-type: none"> <li>- Start Project 1</li> </ul>

4	9/24	Rhythm, balance, scale - Assignment 2 critique - HTML5 Basics - Start class portfolios	Due - (Nothing) Start Project 1  Read - Figure / Ground (pg 84 - 99)  Watch - (HTML5 Tutorial)  Complete - Project 1
5	10/1	Space +/- - Project 1 critique - Photoshop Introduction	Due - Project 1  Read - Framing (pg 100 - 113)  Watch - Photoshop Tutorial
6	10/8	Framing	Due - Nothing  Read - Hierarchy (pg 114 - 125) - Semiotics reading  Watch - Photoshop Tutorial  Complete - Complete Assignment 3
7	10/15	Meaning & Semiotics - <a href="http://thenounproject.com/">http://thenounproject.com/</a> - Assignment 3 critique	Due - Assignment 3  Read - Layers (pg 126 - 145)  Watch - Copyright/remix  Complete - Start Project 2 - Study for Midterm

8	10/22	Remix & Copyright - Layer Tennis - Midterm	Due - Nothing  Read - Transparency (pg 146 - 157) and Texture (pg 52 - 69)  Complete - Finish Project 2 - Finish Layer Tennis (Assignment 4)
9	10/29	Data Visualization / Infographics - Introduce Final Project - <a href="http://dataveyes.com/">http://dataveyes.com/</a> - Project 2 & Assignment 4 critique	Due - Assignment 4 - Project 2  Read - Modularity (pg 158 - 173) - Google material design <a href="http://www.google.com/design/spec/material-design/introduction.html#">http://www.google.com/design/spec/material-design/introduction.html#</a>  Complete - Final Project Concept
10	11/5	Interface and System Design - What is a good interface? - UI Patterns & Styleguides	Due - Present Final Project Concept  Read - Grid & Pattern (pg 174 - 197)
11	11/12	Grid systems	Due - None  Read - Diagram (pg 198 - 213)  Complete - Assignment 5
12	11/19	Production Methods / Assets - Final product / file formats / exporting - Assignment 5 critique	Due - Assignment 5  Read - Time & Motion (pg 214 - 231)  Complete - Work on Final Project



13	11/26	Animation & Interface	<p>Due</p> <ul style="list-style-type: none"> <li>- Nothing</li> </ul> <p>Read</p> <ul style="list-style-type: none"> <li>- Rules &amp; Randomness (pg 232 - 243)</li> </ul> <p>Watch</p> <ul style="list-style-type: none"> <li>- <a href="https://www.youtube.com/watch?v=TMe0WnkF1Lc">https://www.youtube.com/watch?v=TMe0WnkF1Lc</a></li> </ul> <p>Inspiration</p> <ul style="list-style-type: none"> <li>- <a href="http://psql.carbonmade.com/#_=_">http://psql.carbonmade.com/#_=_</a></li> </ul> <p>Complete</p> <ul style="list-style-type: none"> <li>- Work on Final Project</li> </ul>
14	12/3	<p>Wrap Up</p> <ul style="list-style-type: none"> <li>- Algorithms</li> <li>- Work on Final Project</li> </ul>	<p>Due</p> <ul style="list-style-type: none"> <li>- None</li> </ul> <p>Complete</p> <ul style="list-style-type: none"> <li>- Work on Final Project</li> </ul>
15	12/10	Final Presentations	<p>Due</p> <ul style="list-style-type: none"> <li>- Present Final Projects</li> </ul>

**NOTE:** This syllabus is subject to change as the course proceeds. You will be notified of any and all changes.

A copy of this syllabus is available electronically in the section for this class in Moodle. (<http://lms.colum.edu/>)