

Design 320 Electronic Media for the Designer

3 Credit Hours

Department of Industrial, Interior and Visual Communication Design

Course Details
Instructor: Wayne Carlson
Quarter: Au08
Time: MW 11:30-12:48

Instructor Contact
Office: HC380
Office Hours: MW 10:30-11:30, TR 3:30-4:30
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Objective
Electronic media has become an integral part of design production and authoring. This course is structured to teach production fundamentals of electronic media for print, web and presentation applications using electronic media tools most demanded by professional design practice. Students will develop a base-level functional competence using these industry relevant programs to prepare graphics and other media for a range of design and communication applications.

Context
This course is structured to provide experience in the creation of content for print media and electronic media. Students will learn the fundamentals of Adobe PhotoShop, InDesign and Illustrator, Acrobat, and Quicktime. Engaging assignments will facilitate the student's understanding by exploring the functionality of these programs and their applications to real-world design problems. Students will learn properties and characteristics of graphics, image compression and representation and how to properly obtain and manipulate images and prepare images, type and other electronic media for use in design applications, such as electronic documents, printed brochures, web materials, annual reports, signage and wayfinding, product packaging, interior specification documents, project reports, portfolios, etc.. Through exposure, students will learn which programs are most appropriate for which type of design application.

Format
This is a progress-oriented course that requires active student participation. The class will meet 2 days per week for approximately 2 hours each day. Class sessions will be comprised of lectures, demonstrations, tutorials, and assignments. An equal balance between theory and application is expected. Students will be expected to utilize the lab facilities to conduct their project exercises.

Learning Outcomes
Students will learn basic technological components of electronic media, including file, image and other media formats, vector versus bitmap images, image correction and enhancement, integration of media, and design production preparation. Students will discover techniques for creating paths, layers, and masks and working with various color palettes. They will gain experience with tools related to the creation and communication for print and web environments. Student will also learn how these tools integrate with each other.

Course Content
Overview of design media requirements and strategies for web and print environments
Basic media software interface and interactivity concepts

The role of imagery, typography, sound and other media in design applications
Introduction to screen and page layout, design, and organization
Print and web terminology and technology
Issues of color and style and manipulation techniques
Issues of type and style and manipulation techniques
Image scanning, importing, storage, manipulation and exporting
Basic sound and video issues and management approaches
Computer typography and screen legibility
Design production guidelines and methodologies
Use of software tools and techniques
Media output and dissemination approaches

Texts Required: Golding, Mordy and John Ray. *Sams Teach Yourself Adobe Creative Suite 3 All in One*, Sams Publishing, (ISBN 978-0-672-32934-0)
Recommended: Real World Adobe (Photoshop, Illustrator, InDesign) Series, Adobe Press-Peachpit Press.
Note: Links to online versions of the texts will be provided. Miscellaneous reading, web links and other documents will be provided through Carmen

Requirements The following are expected of all students in the course:

- Attendance is mandatory. Any unexcused absences may result in a lowering of your grade. Contact the instructor if you will be late or absent (contact information is found above).
- Students will be expected to come to class prepared, work diligently, and do their absolute best in all projects and presentations.
- Class participation in any critiques and discussions is essential.
- All work must be completed by the scheduled due date

Students should have a working knowledge of the computer. The course will be taught using the Macintosh, but all software has similar interfaces on a Windows computer. All homework will be graded using the Mac, so testing on this platform is essential. The course will be managed with Carmen and all homework will be submitted using the Carmen dropbox unless otherwise instructed. Students must access Carmen on a regular basis since all course news and assignments will be communicated in this way.

Teaching Methods Lectures/Demonstrations: Important material from the text and outside sources will be covered in class. You should plan to take careful notes as not all material can be found in the texts or readings. Discussion is encouraged as is sharing of student-procured, outside material relevant to topics being covered.

Assignments: Concepts Reviews, Skills Reviews, Independent Challenges and other projects and readings will be periodically assigned to help support and supplement material found in the lessons. These assignments may require the application of various software techniques and tools.

Exams: A midterm exam and a final project will be given. The exam will be open book/note and will test assigned readings and material discussed in class. Review material will be provided before the exam day. The final project will be comprehensive in nature.

Grading The course will be graded as follows. The standard University schedule will be applied when assigning letter grades for the course.

Participation	10%
Exercises	30%
Midterm exam	30%
Final Project	30%

Late assignments will receive a failing or lowered grade, with 10% of each point allocation taken off for each day that it is late. Extra credit or make-up exams will not be available.

Special needs If you need accommodation based on the impact of a disability you should contact the Office for Disability Services for assistance in verifying the need for accommodation and developing accommodation strategies. You are encouraged to contact them directly at 614-292-6207, 292-0901TDD or email: ada-osu@osu.edu and notify the instructor.

Academic Misconduct Academic Misconduct is defined as “any activity which tends to compromise the academic integrity of the institution, or subvert the educational process.” Please refer to rule 3335-31-02 in the student code of conduct for examples of academic misconduct. Any cases of academic misconduct will be referred to the Committee on Academic Misconduct (see <http://oaa.osu.edu/coam/home.html>)

Escorts Student escort services for evening courses are available by calling 292-3322