



DES 203: Digital Tools for Design

Course# 33440

Fall Semester 2021

Thursdays 3–5:40pm

Location: Online via Zoom

Zoom meeting ID: 959 6318 0125

Instructor: Melanie Nakaue

Office Hours: Office hours are available via Zoom by appointment

Contact Info: nakaue@usc.edu

(Emails will be returned within 48 hours)

IT Help: Roski IT

Contact Info: roskiit@usc.edu

Course Description

Exploration of the processes of design, in terms of the germination, ideation, and execution of design solutions to assigned design problems; this will be integrated with the acquisition of basic computer design skills that will be necessary to successfully solve the assigned design problems. The computer skills learned are integral to a professional career in the design world today. Instruction will include class lectures, in class demos and outside research.

Learning Objectives

- To raise awareness of design and its implementation
- To develop perceptual skills for visual communication
- To raise the awareness of the computer and various peripherals as important tools for designers

Prerequisite(s): DES 102 or FADN 102

Co-Requisite(s): DES 202 or FADN 202

Course Notes

1.) Projects: This is a hands-on, project-based class. We will be learning through the context of working on projects.

2.) Group Critiques: Group critiques and class discussions are a vital part of this course. This process encourages students to practice the formal vocabulary necessary to communicate visual ideas, as well as provide feedback on the work. Participation in-group critiques factors into the grade for each project.

3.) Individual Meetings: I believe it is very important to check in with each and every student during the process of creating each project. It's the best way to give you specifically tailored

guidance for projects and allows for any problems that come up in the design process to be addressed early.

5.) Research: This class will require you to document and submit visual research for each project.

6.) Homework: On average, you will need to spend a minimum of six hours a week completing projects outside of class time. Students are expected to schedule additional time outside of class to complete assignments.

Technological Proficiency and Hardware/Software Required

Adobe Creative Suite

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Application of all three software programs in conjunction with one another

Scanning and Digital Imaging

Printing and various forms of output.

Required Readings and Supplementary Materials

Readings will be found via Blackboard.

Demo files to be found on Blackboard.

Supplemental Resources

[AIGA !\[\]\(f1c5da15572e3e09d343161be98f508d_img.jpg\) on Design](#)

[AIGA !\[\]\(235bfe13ebf007ce2eea9e689707fac7_img.jpg\) on Design Instagram](#)

Description and Assessment of Assignments

Over the course of the semester, we will be learning and acquiring new skills by working on the following projects:

1. OP ART Poster

Create an Op Art inspired poster design using Illustrator.

(Skills gained: Shape builder, align, pathfinder, live paint, perspective, color theory, emphasis & subordination)

2. Illustrative Typography

Explore how type can be used as a graphic element in art and design.

(Skills gained: type as symbol, transforming basic shapes, brushes, unity & variety, balance)

3. Photomontage Animated GIF

Explore the possibilities of animation using collage and digital drawings in Photoshop.

(Skills gained: timing, pacing, frames, basic animation concepts)

4. Interactive'Zine (Final Project)

Studying and using the features in Indesign, create a six page (minimum) interactive zine that is visually captivating and conceptually unified.

(Skills gained: understanding of interactivity in digital publications, history of zines, word & image, interactivity & layout)

Grading Breakdown

Assessment Tool (assignments)	Points	% of Grade
Projects		60
Assignments (HW)		25
Participation		10
Attendance		5
TOTAL		100

Grading Scale

Course final grades will be determined using the following scale

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Assignment Submission Policy

Projects are considered late if they are not submitted on the assigned day it is due. And will be graded down a letter grade every class day it is over due. Projects must be submitted via Blackboard.

Grading Timeline

Project grades will be posted no later than two weeks after due date, via Blackboard. In class assessment of projects will be completed during in the class critiques.

Attendance

- After missing the rough equivalent of 10% of regular class meetings (3 classes if the course meets twice per week and 2 classes if the course meets once per week) the student's grade and ability to complete the course will be negatively impacted.
- Tardiness can accumulate and become equivalent to an absence.

Participation and attendance policy for ZOOM / COVID situation:

Participation: 10% of your grade for the course

All students are expected to engage in class discussion. Students must complete required readings before the class meeting in order to participate in discussion. This includes the viewing of videos and other media.

Attendance policy:

Participation is REQUIRED for every class meeting. You are expected to show up on Zoom in every class, on time, prepared, and engaged. Students who miss more than 2 classes without a medical excuse or family emergency in writing will receive a deduction of half a letter grade for the course; a further half grade will be deducted for each 2 additional classes missed. Students who have more than 5 unexcused absences (i.e., those absences that have not been cleared with professor) will receive a failing grade for the course. Habitual tardiness is not acceptable. Three tardies equals one absence, with consequences as above.

You must email your instructor ahead of the beginning of the semester if you have any issues attending every class synchronously and using your computer video camera to be visible during class. If you have an issue only for one or two classes, make arrangements before the class begins.

Course Schedule: A Weekly Breakdown

(Please note: Calendar is subject to change; it is the student's responsibility to keep up with the current schedule.)

	Topics/Daily Activities	Readings/Preparation	Deliverables/Due Dates
Week 1 Thursday 8/26/21	<p>-Course Introduction</p> <p>-OP Art: the Intersection of Art & Design</p> <p>-Perspective: How to create the illusion of depth</p> <p>-Introduction to Illustrator basics: raster to vector, shape builder, perspective grid, pathfinder, align, grouping</p> <p>-file types</p>	-work on Project 1, visual research	<p>-6 sketches of proposed OP ART Design (due by 9/2)</p> <p>-OP Art Demo HW (due 9/2)</p>
Week 2 Thursday 9/2/21	<p>-Introduction to Illustrator basics: blend tool, effects, clipping masks</p> <p>-Individual meetings</p>	-continue to work on Project 1	Work on Project 1
Week 3 Thursday 9/9/21	<p>-Introduction to Illustrator basics: making & loading swatches, recoloring artwork</p> <p>-Individual meetings</p>	-finish Project 1	-upload Project 1 to class Google Drive folder
Week 4 Thursday 9/16/21	Project 1 Critique		
Week 5 Thursday 9/23/21	<p>-What is Type?: Using & Making fonts</p> <p>-Type tutorial in Illustrator, making and using brushes</p>	-visual research for Project 2	-sketches for 5 proposed designs for project 2 due 9/30
Week 6 Thursday 9/30/21	-Introduction to Illustrator basics: how to warp text, effects	-work on Project 2	

Week 7 Thursday 10/7/21	-In class workday -Individual meetings	-finish Project 2	
Week 8 Thursday 10/14/21	Project 2 Critique		
Week 9 Thursday 10/21/21	-Introduction to Photoshop basics: workspace set up, layers, select, copy, paste, collage, digital repairs, digital hoaxes -animation workspace set up in Photoshop	-collect images for Project 3	-Digital Hoax hw due 10/28
Week 10 Thursday 10/28/21	Wellness Day (No Class)		
Week 11 Thursday 11/4/21	-Memes, GIFs and digital culture -Introduction to Photoshop: timing & pacing -Individual meetings	-finish Project 3	
Week 12 Thursday 11/11/21	Project 3 Critique		
Week 13 Thursday 11/18/21	-Layout & Interactivity in InDesign -multistate objects, GIFs, inserting media, exporting to .epub, buttons and forms, custom animations -Begin Project 4		-zine cover hw (due 12/2) - 6 sketches (1 sketch per page) of 6 page 'zine (due 12/2)
Week 14 Thursday 11/25/21	Thanksgiving: No Class		

Week 15 Thursday 12/2/21	In Class Workday -Individual meetings	-finish final project	
FINAL Tuesday 12/14/21 4-6pm	Final Project critique		Refer to the final exam schedule in the USC <i>Schedule of Classes</i> at classes.usc.edu .

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Behavior Violating University Standards:

<https://policy.usc.edu/scampus-part-b/>

11.12 (section B&C)

B. Distribution or use of notes or recordings based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study. This includes, but is not limited to, providing materials for distribution by services publishing class notes. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the Internet or via any other media. (See Section C.1 Class Notes Policy).

C. Recording a university class without the express permission of the instructor and announcement to the class. Recording can inhibit future free discussion and thus infringe on the academic freedom of other students as well as the instructor.

Statement on Academic Conduct and Support Systems

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call

studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) - (213) 740-5086 | Title IX – (213) 821-8298

equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (formerly DSP) - (213) 740-0776

<https://osas.usc.edu/>

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Campus Support and Intervention - (213) 821-4710

campussupport.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.