

COMD 1112 Digital Media Foundations

Fall 2024

Tuesday 2:30–6:00 pm

David Henry

Office Hours: Tuesdays 5:00–6:00 pm, Pearl 115 or by appointment

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Course Overview & Objectives

This course introduces students to core concepts in the graphic communications field including typography, color theory, design and production terminology, reproduction processes, file formats and substrates. During the semester, students will complete three pages of their own ePortfolio web site. Lectures will provide students with a historical perspective of the graphic communications field as well as discussing current practices and future trends. This course will enable students to:

- Gain an awareness of the media industry and the design community by exploring industry web sites, networking with professional associations
- Explain the differences among key file formats for digital images, digital video, audio and print output
- Demonstrate the ability to apply technical understanding of color space and color management to the production of design project files and the posting of images on the Openlab
- Hone research skills by using the library's electronic databases (and outside of the library) to find articles and information related to the industry
- Develop analytic verbal and writing skills by preparing one research report and participating in classroom critiques/discussions
- Understand the differences between proprietary and open source software tools and understand the importance of using industry standards
- Comprehend the production stages of a project: preproduction, production and post-production

General Education Goals

- Source Evaluation
- Research Techniques
- Information and Specification Literacy
- Technical Reading
- Professional Writing

Grade Allocation

- 30% Attendance & Participation
- 20% Logo & Style Guide
- 15% Layouts (ad, homepage, infographic)
- 5% Video Project
- 30% OpenLab ePortfolio Site

All assignments should be submitted electronically in PDF format to COMD 112 FA 2024 One Drive Folder.

DEPARTMENT ATTENDANCE POLICY

The COMD BFA and AAS degrees are design studio programs. In-class laboratory activities and engagement with other students is a significant portion of the courses. Absences more than 10% of the total class hours may result in a 10% drop from your grade due to an inability to meet deliverables of participation. This may be in addition to other penalties that will be imposed for failure to complete in-class academic requirements. Missing more than 25% of total class meetings will not be permitted. Any 2 lateness's (15 minutes or more) will be equal to 1 absence.

ACADEMIC INTEGRITY STANDARDS

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

NAVIGATING OUR OPENLAB AND BRIGHTSPACE CLASSROOMS:

Students are required to use OpenLab and Brightspace throughout the semester
Students must be use their campus email for these online tools.

COURSE MATERIALS

Textbooks:

Digital Foundations, Introduction to Media Design with the Adobe Creative Cloud by Xtine Burrough and Michael Mandiberg(Publisher: Oregon Open Educational Resources, 2017).

Digital Media Primer by Yue-Ling Wong (Publisher: Pearson/Prentice Hall; 2nd Edition, 2013) posted on OneDrive.

There will also be weekly reading assignments from industry sources and design publications. They will be emailed to you. If you have any questions, please email me at David.Henry42@citytech.cuny.edu or visit me during my office hours.

SCHEDULE AND READING

09/03	Course Introduction No reading
09/10	Analog to Digital Media: A Brief History of Communication Design Digital Foundations (Burrough & Mandiberg), Introduction, Chapter 1–2 Digital Media Primer (Wong) Chapter 1 (selected pages)
09/17	Type Formats and Bitmap vs Vector Image Formats Digital Foundations (Burrough & Mandiberg) Chapter 6 Digital Media Primer (Wong) Chapter 2 Mood board Due
09/24	Capturing & Editing Digital Images Digital Media Primer (Wong) Chapter 3 (selected pages) Wordmark Assignment due
10/01	Color Theory Basics Digital Foundations (Burrough & Mandiberg), Chapter 5 Hero Image Due

- 10/08** **Design Production: Adjusting Color**
Digital Foundations (Burrough & Mandiberg), Chapter 8 & 11
Color Palatte Due
- 10/15** **No Class**
Classes follow Monday Schedule
- 10/22** **Print Media: Layout and Substrates**
Digital Foundations (Burrough & Mandiberg), Chapter 13 & 14
Typeface Assignment Due
- 10/29** **Output and Color Management**
Style Guide Due
Present to Class
- 11/05** **Web Design: HTML & XHTML**
Digital Media Primer (Wong) Chapter 14 (selected pages)
Digital Foundations (Burrough & Mandiberg), Chapter 12
Logo Asset Pack Due
- 11/12** **Digital Audio & Introduction to Animation**
Digital Media Primer (Wong) Chapter 4 & 5 (selected pages)
- 11/19** **Web Design: HTML 5 Video and Audio, UX vs. UI**
Digital Media Primer (Wong) Chapter 15 (selected pages)
Print Layout Due
- 11/26** **Digital Video**
Digital Media Primer (Wong) Chapter 6 & 7 (selected pages)
Webpage/User Interface Due
- 12/03** **3D**
Video/Animation due
- 12/10** **Interactive & Game Design**
Digital Portfolio Due
Present to Class
- 12/17** **Individual Meetings & Debrief**