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Professor Marianna Trofimova

COMD 1112 Digital Media Foundations

Assignment 1 – Class Discussion on January 27th

When I registered for Digital Media Foundations, I didn't know what to expect for course content. After the first session, I'm definitely interested in the topics we're starting to cover. I'm also a little worried that I won't be able to keep up with the work but I'm definitely going to give it my all. I liked that the Professor wants to know us as individuals, e.g. asking us to include a profile picture in OpenLab and fill out the biography section.

We started the class discussion with file formats. There are different types of file formats, such as .jpeg, .png, .tiff, .psd, and .pdf. File types mainly used for the web are .jpeg and .png. Files used for printing are .tiff and .psd. The PDF file is a universal file format that can be read anywhere.

We moved on to a TED TALK featuring Sunni Brown. The topic of the TED TALK was "Doodling at Work". Sunni presented the idea that doodlers process better, that doodling actually helps people think and process. Most people believe doodlers are not paying attention to what's going on and that doodling is a distraction. There are 4 processes to understanding any topic. The processes are auditory, visual, reading/writing, and kinesthetics. For me, doodling is relaxing and helps me to focus.

Professor Trofimova gave us a synopsis of her life. I aspire to freelance in the graphic design field and her story is inspirational. I enjoyed looking at her website. Her statement that she's not rich but has everything that she wants and needs really resonated for me.

Finally, we watched a slideshow about “Graphic Symbolism”. Graphic symbolism started as prehistoric human communication, not art but visual communication. Graphic symbols represented power and spirituality. Graphic design evolved as a type of visual communication, mainly for marketing purposes. Graphic design makes use of icons, symbols, and indexes to create concise and clutter free designs. Semiotics uses signs and symbols to make unique messages. Icons are realistic representations of objects or things in simple form. Symbols are easily recognizable arbitrary signs, e.g. Nike. Indexes are cause and effect signs. There are 7 layers of meaning depth in visual communication. They are perception, sensation, emotion, intellect, identification, reverberation, and spirituality. We also watched a short about Olympic icons and a YouTube video upselling Old Spice to women using “the perfect man”.

I’m looking forward to elaborating on topics we covered during this session and learning many more.