CDMG 1111 | FALL 2016
Digital Media Foundations
Tuesday 11:30am-2:00pm
N1105
Section D308 | 2 credits, 3 hours

Professor Eli Neugeboren

eneugeboren@citytech.cuny.edu

Class Site:

https://openlab.citytech.cuny.edu/
neugeborencdmg1111fa16/

Office Hours:

Thursday 9:30-11:30AM N1127

Course Overview

This course introduces students to core concepts underlying all digital media —graphic design, web, broadcast, animation, illustration and game design—that the ADGA department offers in its associate and bachelor degree program. Weekly lectures explain technical concepts such as resolution, compression, and color space, concepts that allow students to produce creative work across media with more predictable results. Students work with a variety of graphic arts software programs to reveal how the software application's tools and menus incorporate the scientific principles discussed during lecture.

Because this course is designed as an orientation to various forms of media, lab exercises and assignments require students to explore industry sources, archives and association sites. One field trip is an integral part of the course so students can witness first-hand professional work in an artistic or commercial setting. Students produce one print design project and one three-minute video, both of which are posted on their Openlab site, along with a written explanation of how their work met the goals of the assignment. Both projects incorporate the technical and aesthetic knowledge discussed in lecture and practiced in laboratory exercises.

1 cl hrs, 2 lab hrs, 2 crs

Attendance (College) and Lateness (Department) Policies

A class roster roll will be taken at the beginning of each class. Only two absences are allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked "late." Students will be notified at the earliest opportunity in class after they have been absent or late. After four latenesses, a student will be asked to withdraw from the class (code W) or may be withdrawn from the class (code WU).

*Within this class you are expected to communicate with your classmates and with your professor. If you are going to miss a class it is your responsibility to let the professor know. If you are sick and miss a class when an assignment is due you will get a zero unless you contact your professor. If you have a question or are confused about something COMMUNICATE! Ask a question, send an email. Ignorance is not an excuse.

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.

Academic Integrity and Expectations You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

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In-Class Structure/ Timeline

- Discuss news or interesting "show and tell" type stuff from students
- Place homework on the class server folder
- Go over new in-class lesson, demo
- Give new assignment & homework (work in-class if time permits)
- Meet with students individually or in groups to review work and offer feedback

Grading System

- 15% Quizzes
- 15% Design Project
- 25% OpenLab ePortfolio Site
- 10% Video Project
- 10% Research Report
- 25% Final Exam

- Projects given as Homework Assignments are due at the beginning of class and must be placed on the server, or placed in a Flash Drive to be reviewed; otherwise it is consider late.
- There will be no make-ups for those who miss any Classes, the Quizzes, or the Final project.
- ANY MISSED ASSIGNMENTS WILL EARN A ZERO. Assignments received after the deadline will drop a grade at the end of the class. After that time period, any late assignment will earn a zero.
- A final portfolio of all projects will be handed in with the final project at the end of the semester. Students have the option to revisit earlier projects and revise them based on original comments.

ASSIGNMENTS

There will be weekly assignments. These will inlcude reading, reflection, writing, as well as various creative assignments including creating your own OpenLab portfolio website and short videos. Sometimes there will be time in class to work on your projects and sometimes not. Be prepared to do work out of class.

Labs

You are expected to work on projects, tests and assignments for at least four hours a week outside of class. You will find that these assignments will take a lot more than that for them to be successful. If you don't have a computer with applications at home you will need to utilize the COMD Labs during the week or on the weekends. Check the COMD Posters to find out exact hours and days for using the 6th Floor Student Lab, the Learning Center lab or the Atrium lab.

Critiques

Each student will present his/her work for critique using appropriate design vocabulary. The critique is a neutral dialogue. Students will present their work and discuss the strengths and weaknesses, expressing what works and what doesn't work in relation to the assignment guidelines. Peer responses will be given. No personal likes or dislikes are discussed without elaborating the "why" of it. Design-specific terminology should be used at all times.

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Communication

Communication is at the heart of everything you do as a creative professional. Whether you go on to become a designer, illustrator, art director, game designer, or any one of the numerous careers that the ADGA department is preparing you for, your number one goal is to communicate, and to do it visually. To be able to communicate visually you also need to be able to communicate verbally. One of the most important and overlooked skills in our industry is to be able to express yourself clearly so that other people understand what your are saying. With that in mind you should always try to express yourself as clearly as possible in this (and all) of your classes. Think about what it is that you are trying to communicate, and whether that is understood.

Essentials For Class

• FLASH DRIVE: or other portable storage device. This will be used to transfer your work from home and class. Image files can be large, so make sure your flash drive is at least 4gb.

• VISUAL DIARY/SKETCHBOOK: A scrapbook of inspiration, tearsheets, printouts, web pages, ideas, sketches, and thoughts. Sketchbook for taking notes during technical demonstrations, brainstorming sessions, and for sketching ideas for projects. YOU WILL HAVE TO PUT PENCIL TO PAPER AND DRAW.

• TERMINOLOGY: Print vs Web - CMYK vs RGB - Vector vs Pixel, Color: Bitmap, Grayscale, Color (4-Color Process), proper terms for tools and functions of the programs and techniques will be emphasized. There will be quizzes on proper technique and terminology.

• SAVE, SAVE, AND SAVE AGAIN: There will be no sympathy for work lost due to not saving properly.

• BACK UP YOUR WORK: You will lose your flash drive or it will be corrupted. Save your work in at least two places. Cloud-based services like dropbox can work as well as a computer at home.

Additional Recommended Texts

Pocket Pal: The Handy Book of Graphic Arts Production, 20th edition, by International Paper

Real World Photoshop, latest edition, Deke McClelland, Peachpit Press

Adobe Classroom in a Book series: Illustrator and Photoshop, latest edition, Adobe Staff, Adobe Press

Desktop Publishers Survival Kit, latest edition, David Blatner, Peachpit Press

Color Bytes, Blending the Art and Science of Color, latest edition, Jean Bourges., Chromatic Press

Visual Quickstart Guides: Photoshop, Illustrator, latest edition, Peachpit Press

The Designer's Desktop Manual, latest edition, Jason Simmons, How Books

The Elements of Typographic Style, Robert Bringhurst, H&M Publishers

Thinking With Type, Ellen Lupton, Princeton Architectural Press

Vector Basic Training, Von Glitschka, New Riders

Ready to Print: Handbook for Media Designers, Kristina Nickel, Die Gestalten Verlag

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Projected Schedule*

Aug 30 | Week 1
Overview/Orientation to Department, Offerings & Library's Reseach Databases

Sep 6 | Week 2
The Design Process: Preproduction, production and post-production & OpenLab Workshop

Sep 13 | Week 3
Type and Image Formats/ Distinction between Bitmap vs. Vector File Formats

Sep 20 | Week 4
Is An Apple Really Red?: Color Theory Basics & Color Spaces Demystified

Sep 27 | Week 5
Color Management: Devices & Software to control color across devices

Oct 4 | NO CLASS
Oct 11 | NO CLASS

Oct 14 | Week 6   *FRIDAY*
Print Media: Evolution of print and con-tempory print technologies explained

Oct 18 | Week 7
Capturing & Editing Digital Images

Oct 25 | Week 8
Field Trip: ***Cooper Hewitt Design Museum***

Nov 1 | Week 9
HTML & XHTML

Nov 8 | Week 10
Digital Video Broadcast Standards

Nov 15 | Week 11
Digital Video and Audio Basics

Nov 22 | Week 12
Introduction to Animation/OpenLab Site Due

Nov 29 | Week 13
What Makes a Game or a Design Interactive?

Dec 6 | Week 14
3D Print

Dec 13 | NO CLASS * READING DAY

Dec 20 | Week 15
Final Exam

*This is a flexible schedule and is
subject to change. I will give you as
much advance notice as I can about
any changes that will occur. There
will be a class trip or a guest speaker.

The required textbook for this class is **Digital Media Primer**, (Pearson Education,
© 2012). It is available for rent or purchase on Amazon. We also have this text on
reserve in CityTech's library. There will also be weekly reading assignments from
industry sources and design publications. Please activate the library account on
your ID card as we researching using your library's databases. This class is a writing
intensive class so there will be regular writing assignments that will be uploaded to
Blackboard or our class's Citytech's OpenLab site at https://openlab.citytech.cuny.
edu. If you have any questions, please email me at tgoetz@citytech.cuny.edu or visit
me during my office hours on Thursdays.