

First Class Handout

Since you are here to study digital media, let's start with defining this term.

- Write down what you think examples of digital media are today?
- How does digital media differ from traditional media?
- What does analog mean and what does binary mean?

Please write your answers on the back of this page and keep it to the end of the month. You will then review it and discover if your definition has changed.

READING & NEXT CLASS PREPARATION

1. Read the texts below required for this class.

- **DIGITAL MEDIA PRIMER BOOK:** Chapter 1, "Introduction" pgs 2 through 12

2. Read the following articles:

- [Analog vs. Digital \(And Binary Explained\)](#)
- [Brooks Brothers](#)
- ["Husky Evolution"](#)
- ["A New Husky for a New Era"](#)
- ["American Airlines Rebrands Itself"](#)
- ["American Airlines Makeover Design Pros Weight In"](#)
- [Penguin Random House's Logo Solution: Spell It Out](#)
- [New Logo for Guinness by Design Bridge "Putting the Harp in Sharp"](#)

3. Write a 2 to 3 paragraph bio for your OpenLab website and bring it to class next week on paper and in the Blackboard Drop Box discussed in class.

PROJECT RESEARCH WRITING ASSIGNMENT

Select a logo of a well-known company (**not Apple or Nike or Starbucks or Mercedes-Benz or Coke or other logos in the articles assigned above**) that you find particularly effective and investigate the history of this logo.

Use the articles above as a guide to how to write about a logo's evolution.

Questions addressed in your report should be:

- who designed the logo?
- what the thought process was in developing it?
- whether it influenced other logos since it was created?
- how the images that surround that logo in advertising are intended to complement it?

Typeface and color changes should be noted and discussed. You should also note in your report where the logo is found - websites, print materials, products, and include photos of these in your report.

Write a summary of the information that you have learned. This assignment should be at least 4 typed paragraphs - with each paragraph being 4 or 5 sentences long. Please use spell check and be sure that you are paying attention to your sentence structure and punctuation. You must have visuals of the logo to accompany your text. If the logo has evolved, show more than one visual depicting this evolution with captions below each image. Discuss the color and typeface of the logo. Use the article about the husky logo as a good guide for all the elements you should include in your report.

Be sure to provide at least **5 sources**, in addition to the company's site, for your information. You should also provide photo credits for all your images. Be sure to use your own words in your text - see the description of plagiarism in your Student Handbook. This report should be submitted to me on Blackboard in the Drop Box provided.

REGISTER ON BLACKBOARD

[Check the tutorial for how to register on Blackboard](#)

If you have any questions, you can email me at vnoriega@citytech.cuny.edu.

The Proust Questionnaire

The Proust Questionnaire has its origins in a parlor game popularized by Marcel Proust, the French essayist and novelist, who believed that, in answering these questions, an individual reveals his or her true nature.

Here are 10 of the questions.

1. When and where were you happiest?
2. What is your greatest fear?
3. Which living person do you most admire?
4. What is your current state of mind?
5. On what occasion do you lie?
6. What do you most value in your friends?
7. Where would you most like to live?
8. What is your most treasured possession?
9. What is your favorite occupation?
10. What is your motto?