

## CDMG 1112 • Digital Media Foundations • Professor Tanya Goetz First Class handout

Since you are here to study digital media, I'd like to start with defining this term. On the space below and on the back of this sheet, 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? At the semester's end, you can review this sheet and discover if your definition has changed.

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### • Reading & Project Assignments - Due September 9<sup>th</sup>

1. Please read Chapter 1, "Introduction" pgs 2 through 12 in *Digital Media Primer*, the required text for this class and also read the Communication Design Department pages of the CityTech 2018 catalog that I've posted on our assignments page on OpenLab.

2. Please read the following articles:

- Analog vs. Digital (And Binary Explained) at <https://learn.sparkfun.com/tutorials/analog-vs-digital>
- <https://magazine.brooksbrothers.com/200-exhibition/>
- "Husky Evolution" at <http://today.uconn.edu/blog/2013/05/husky-evolution/> and "A New Husky for a New Era" at <http://today.uconn.edu/blog/2013/04/a-new-husky-for-a-new-era/>
- "American Airlines Rebrands Itself" at <https://www.fastcompany.com/1671677/american-airlines-rebrands-itself-and-america-along-with-it> and "American Airlines Makeover Design Pros Weight In" at <http://www.forbes.com/sites/andrewbender/2013/01/21/american-airlines-makeover-design-pros-weight-in/>
- [https://www.underconsideration.com/brandnew/archives/new\\_logo\\_for\\_guinness\\_by\\_design\\_bridge.php](https://www.underconsideration.com/brandnew/archives/new_logo_for_guinness_by_design_bridge.php)
- Read one article on your own from Adage, the site we reviewed together and do a short summary of the article.

**Please come to our next class prepared to discuss these readings and the Super Bowl commercials.**

3 Please write a two to three paragraph bio for your openlab website and bring it to **class next week on paper and in the blackboard drop box discussed in class.** Please follow samples provided on our class's Openlab site.

### • Research Writing Assignment - 1<sup>st</sup> draft Due September 9<sup>th</sup>

1. Please 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 or listed in this handout**) 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 and 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. Please write a summary of the information that you have learned. This assignment should be at least four 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.** This is a research report and you should have at least 5 sources for your information, in addition to the company's website. 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. Also, be sure to note the sources for your information and use your own words in your text, see definition of plagiarism in your Student Handbook. **This report should be submitted to me on Blackboard in the drop box provided. We will go over drop box submission during our first class.**

### • Register on Blackboard

Register for Blackboard. The tutorial for how to register on Blackboard may be found at <http://websupport1.citytech.cuny.edu/websupport1/lt/online/students/index.htm>. If you have any questions, you can email me at [tgoetz@citytech.cuny.edu](mailto:tgoetz@citytech.cuny.edu).