

Welcome to:

DIGITAL MEDIA FOUNDATION



Hi! I'm Yotam.
Nice to meet you!





RIJBEWIJS • PERMIS DE CONDUIRE • FÜHRERSCHEIN • DRIVING LICENCE



- 1. SAMPLE
- 2. Victoria
- 3. 27-07-1990 / Brugge
- 4a. 01-08-2009 4c. Gent
- 4b. 01-08-2019
- 5. BE 01234567-89
- 7. *Victoria*



9. A B

Permit of Driving License
 Permis de conduire
 Führerschein
 Driving Licence
 Model of the European Union
 Modèle des Communautés Européennes
 Modell der Europäischen Gemeinschaften
 Belgische Staat
 État belge
 Staat der Nederlanden
 Staat der Duitse Gemeenschap
 Staat der Duitstalige Gemeenschap
 Staat der Franstaligen Gemeenschap
 Staat der Nederlandstalige Gemeenschap
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 Staat der Nederlandstalige Gemeenschap





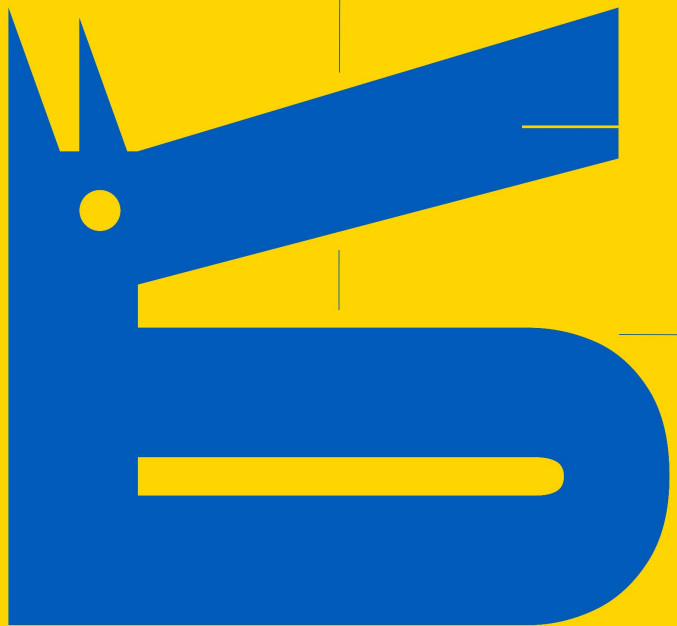
33 LETTERS FOR UKRAINE

We want to use the power of design community to express solidarity with Ukraine 🌻, show that it is an independent country with its own culture, history and language 🇺🇦



Stop The War!

March 8th, 2022

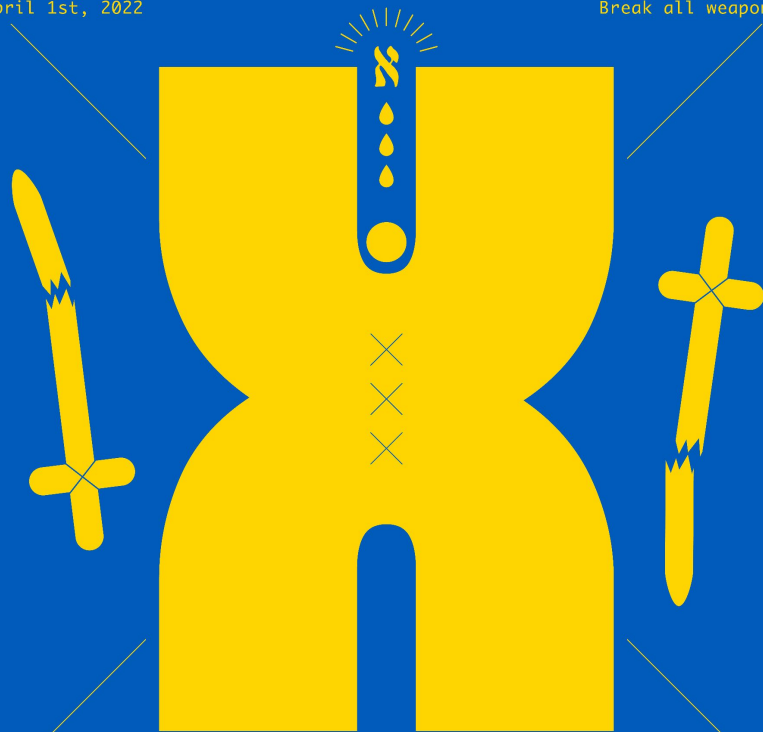


Letter_#2_5

33_letters_for_ukraine

April 1st, 2022

Break all weapons!



33_letters_for_Ukraine

Letter_#26_X

March 30th, 2022

Hope for Ukraine!



33_letters_for_Ukraine

Letter_Number_24_Y

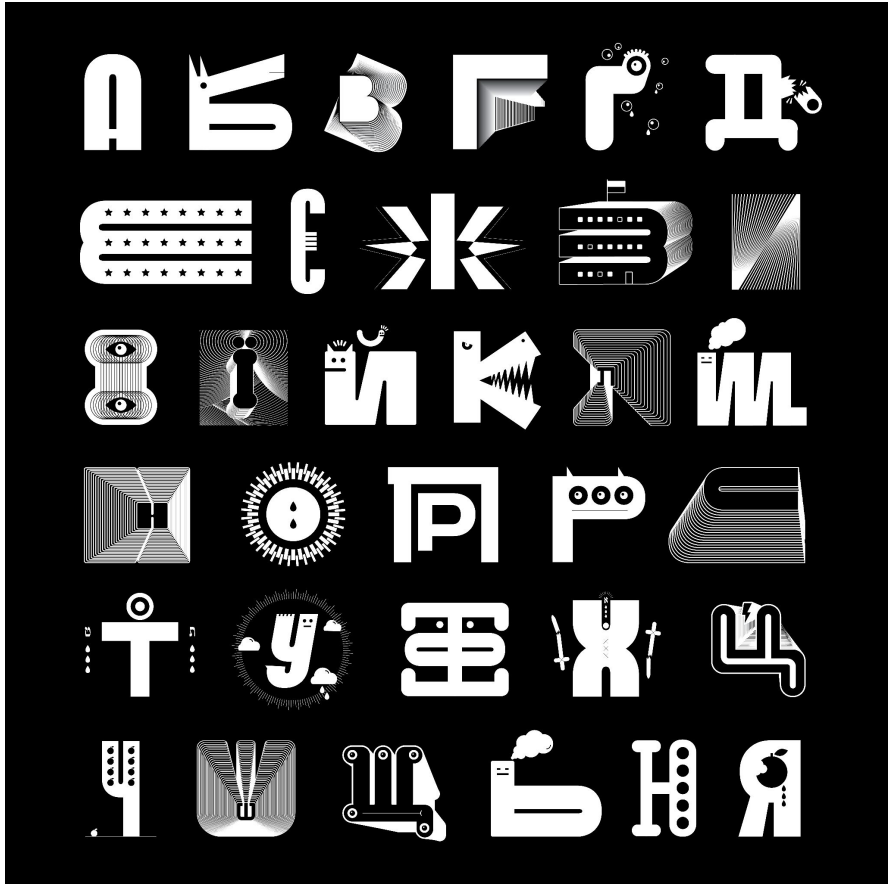
April 8th, 2022

End the war!



33_letters_for_Ukraine

Letter_#33_Я



Today's agenda

Introductions

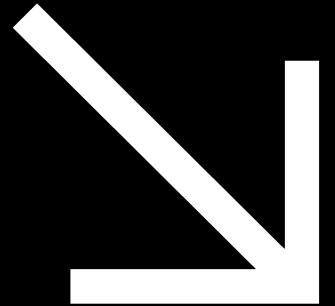
History of Communication Design

The Design Process

Recap & Homework

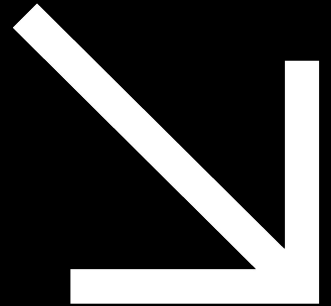
Who are you?

**What are your
Expectations
& Goals?**

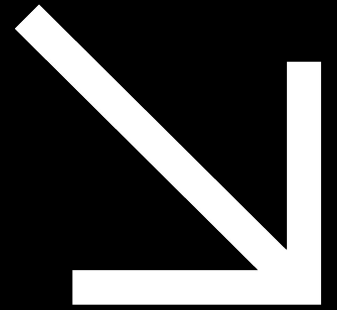


Who are you?

**Intro yourselves with:
Name, Where from, 2 design
tools you love and 2 you
want to learn!**



**What comes in mind
when we hear the term
*Digital Media?***



* design * graphic design * computer * logos *
typography * posters * pixels * resolution * code
* art * web * layout * video * audio * UX * picture
* photography * image * vector * UI * animation *
compression * composition * web design * tech
* global * illustration * interactive * VR * AR * 3D
* print * wireframe * social-media * influencers *
content * formats * multimedia * websites * apps
* SEO * CTA * AI * color * experimental * data *
streaming * motion * commercials * technology *
hi-tech * software * creativity * global * fun! *

* **design** * graphic design * computer * logos *
typography * posters * pixels * resolution * code
* art * web * **layout** * video * audio * UX * picture
* photography * **image** * vector * UI * animation *
compression * composition * web design * tech
* global * illustration * interactive * VR * AR * 3D
* print * wireframe * social-media * influencers *
content * formats * multimedia * websites * apps
* **SEO** * **CTA** * **AI** * **color** * experimental * data *
streaming * motion * commercials * technology *
hi-tech * software * creativity * global * fun! *

**Layout &
Composition**

TYPOGRAPHY

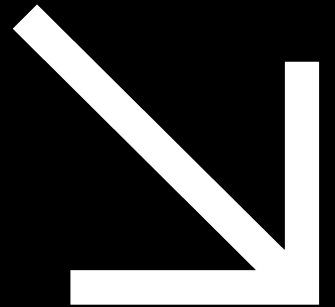
COLOR

Image-making

How it all started?

Analog to Digital Media:

A Brief History of Communication Design





Prehistoric and Ancient Communication





*“The Diamond Sutra”
First printed book
(Asia 868 A.D)*

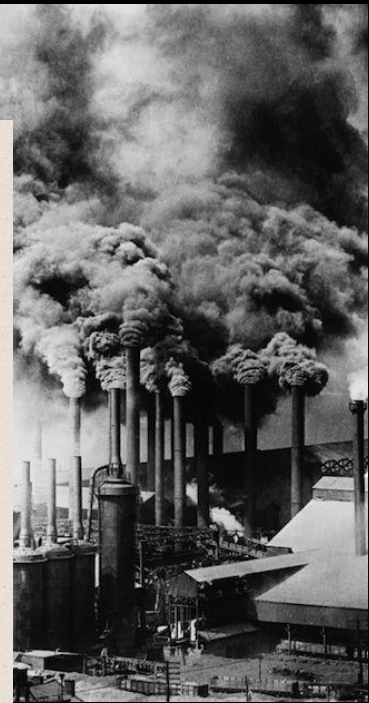
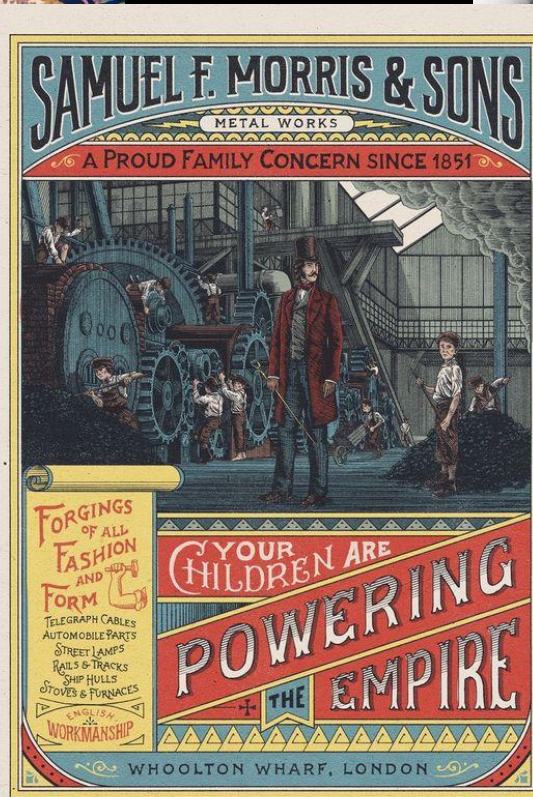


*Gutenberg's Printing Press
(15th Century)*





*Industrial Revolution
Arts & Crafts movement
19th Century*



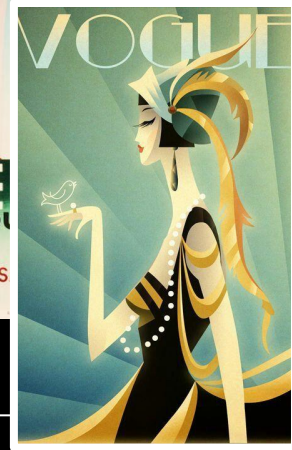


Art Nouveau
End of 19th Century



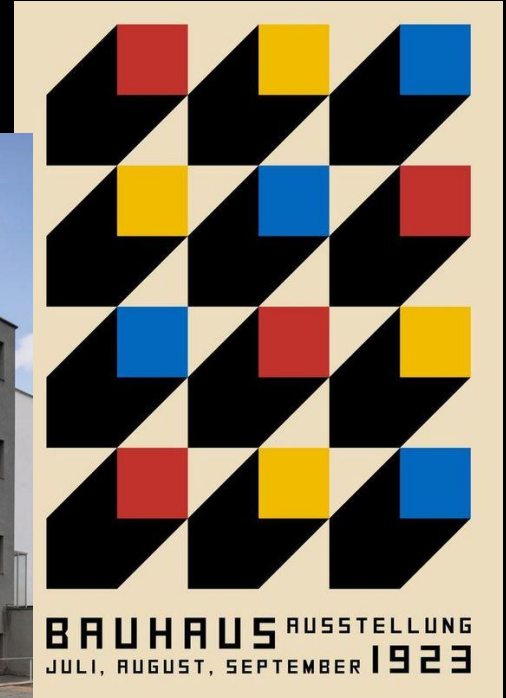


Art Deco
Beginning of 20th Century



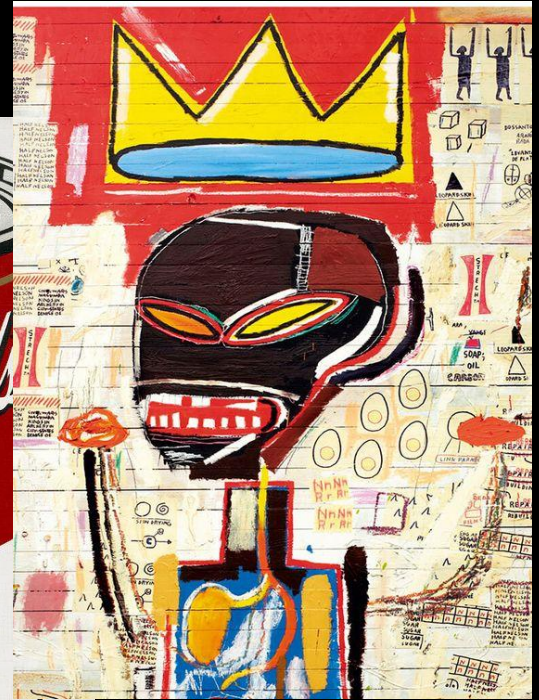


Bauhaus Movement
1919-1933



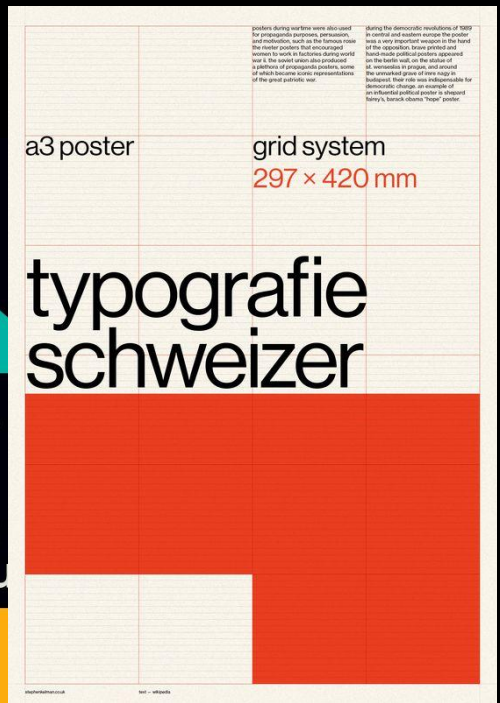


Pop Art!
1950s-1980s



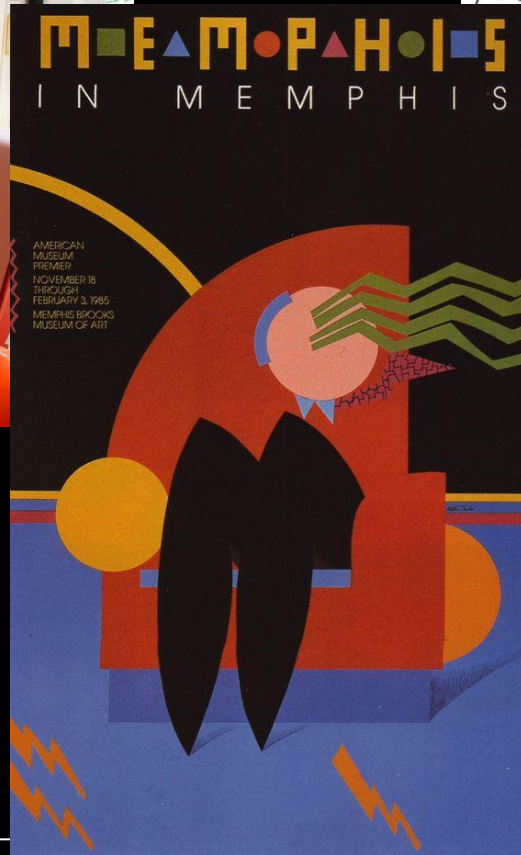


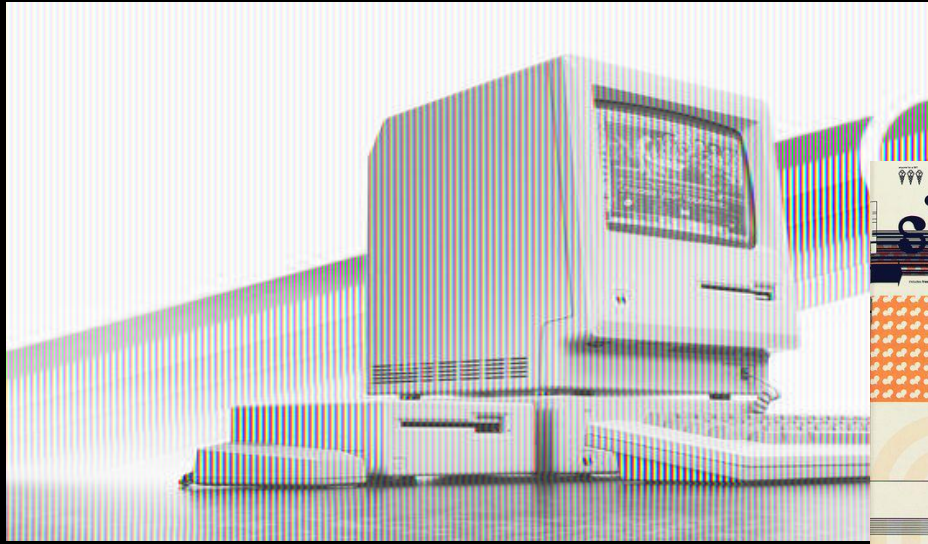
Swiss Style 1960s





Memphis Group 1980s





*Digital Revolution
/ Digital Era
1980s-1990s*





Yahoo - A Guide to WWW

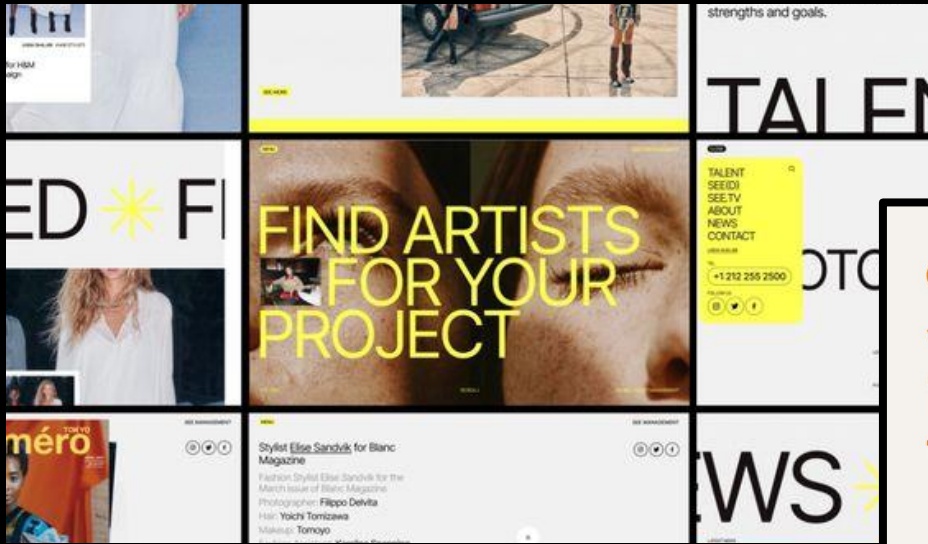
[[What's New?](#) | [What's Cool?](#) | [What's Popular?](#) | [Stats](#) | [A Random Link](#)]

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- [Art](#)(466) NEW
- [Business](#)(6426) NEW
- [Computers](#)(2609) NEW
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- [Government](#)(1031) NEW
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- [Law](#)(163) NEW
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- [Science](#)(2634) NEW
- [Social Science](#)(93) NEW
- [Society and Culture](#)(648) NEW

Multimedia and Interaction / The Internet 1990s





Globalization and Cultural Exchange 2000s-Today

headspace

We're (still) in this together.

people

2 login

Try it for free

People who care about your growth

1.2m

40k

Projects done

Get started →

Find top notch professionals to get your project done. Worry not about their competence, we did our due diligence.



Questions?

Quick break!



Let's play a game!



© Ryo Takemasa

1 Get a paper

2 Fold a paper plane!

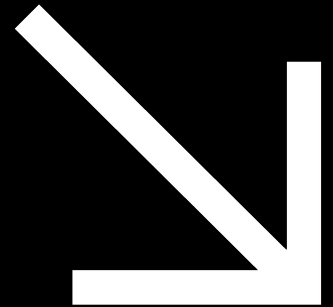
3 Competition!

READY?!

Wait. we're going to do
it behind our backs!

The Design Process:

AKA: Design Thinking...



1 **Research & Discovery**

6 **User Testing & Feedback**

2 **Ideation & Brainstorming**

7 **Refinement**

3 **Concept Development**

8 **Finalization**

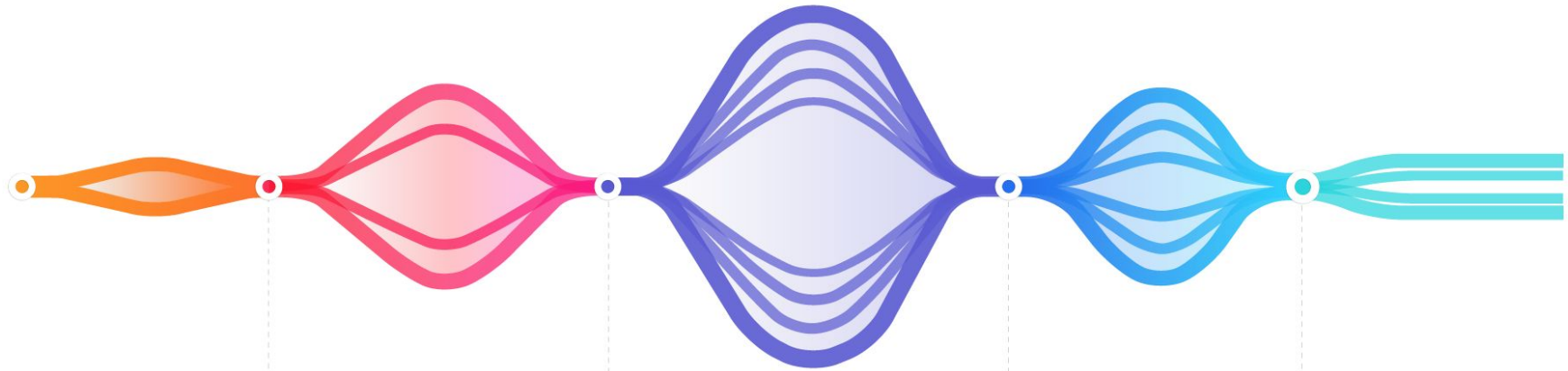
4 **Prototyping & Wireframing**

9 **Presentation & Communication**

5 **Design Development**

10 **Delivery, Implementation & Evaluation**

PRODUCT DESIGN REVIEW PROCESS



KICKOFF

Assemble the team leads

Toolset

- Team Owner
- Big Y
- Feature
- Goals

BRIEF

Agree on the business goals

Toolset

- Team Owner
- Big Y
- Feature
- Goals

DISCOVERY

Identify they end - to - end experience

Toolset

- Brainstorming
- User journey
- Identify corner cases
- Set the expectation

VISUALS

Final design visuals for the experience

Toolset

- High fidelity mockups
- Animations
- Final assets (PSD)
- Produced assets

LAUNCH

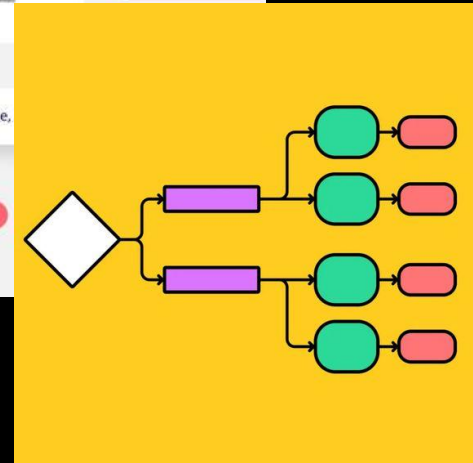
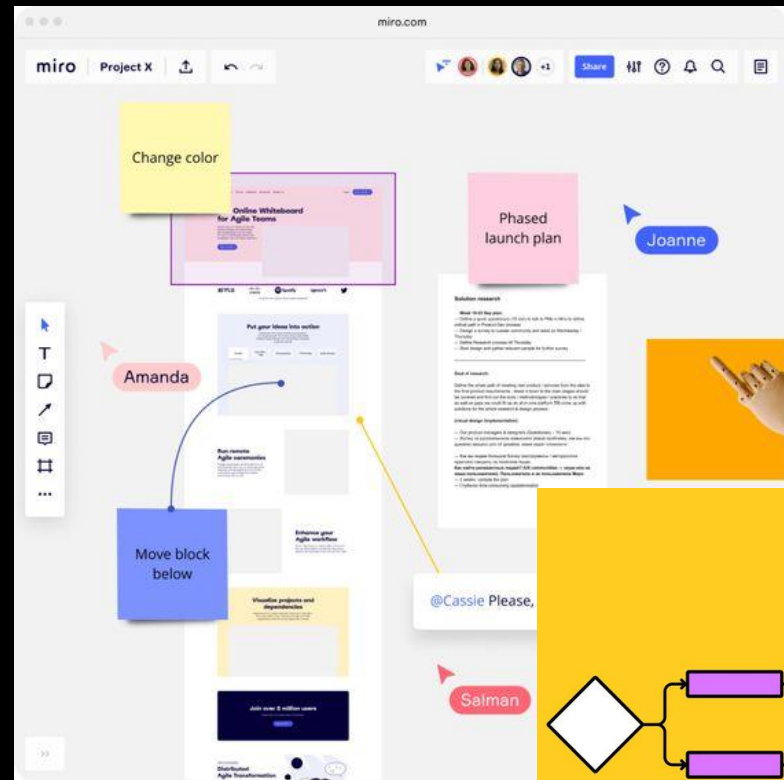
Meet feature goals and quality standards our users expect

Toolset

- QA
- Dogfooding
- Polish

Research & Discovery

Content brief / Visual brief,
Meetings & Brainstorming,
(clients or stakeholders)
Mind mapping,
User flow, Flow charts



Visual Inspirations

Typography



Layouts

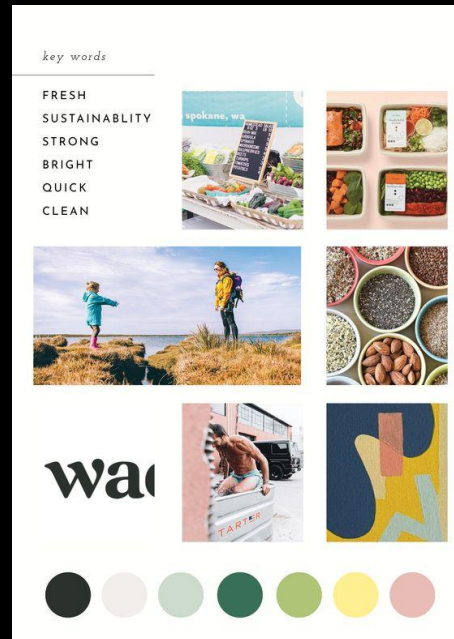


Colors



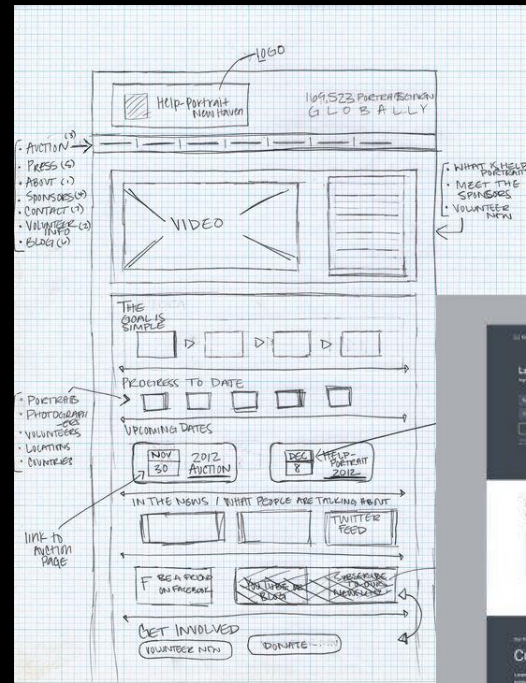
Mood-board

* Project values are important for this part!

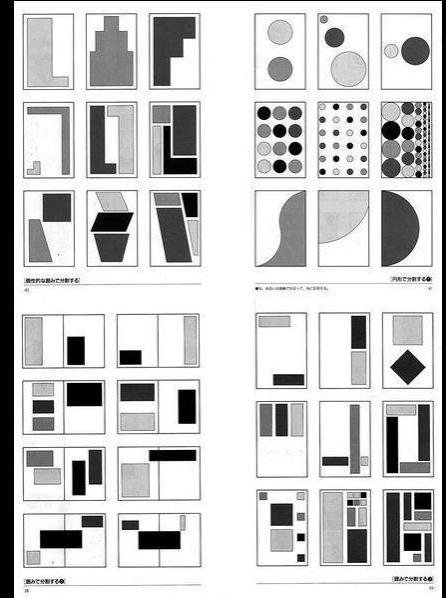


Prototyping & Wireframing

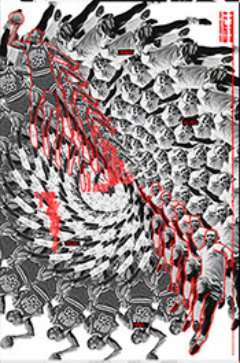
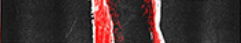
Low-Fidelity Wireframes,
Hi-Fidelity Wireframes
Ideation & Iterations



Design Development



Iterations & Options



The Design Process

For motion design and the Film industry

1 Pre-Production

2 Production

3 Post-Production

Pre- Production *(The Before)*

1

Concept, Scriptwriting and Storyboarding

2

Sketches, Visual Design and Style Frames

3

Animatics & Video Board

4

Asset Preparation, Casting, Location Scouting

5

Crew Hiring and Coordination

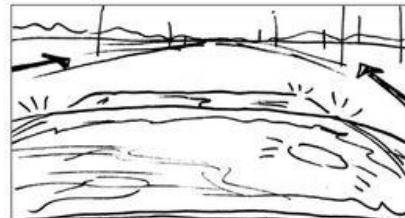
Storyboard

(Pre-Production)

Breaking Bad Scenes 6 - 12 Page 2 03/29/2011



Shot 6



Shot 7



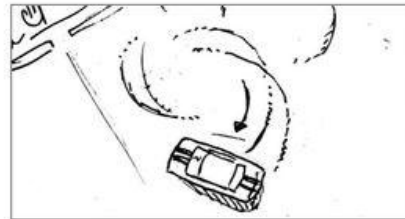
Shot 8



Shot 9



Shot 10



Shot 11

Production

1

Preparation and Setup

2

Shooting Days / Animation or
Footage Creation / Audio Recording

3

Art Direction

4

Review & Feedback

5

Refinement, additional materials &
Handoff to Post-Production

Art Direction

(Production)



Post- Production *(The After)*

1

Editing (Offline = Rough Cut)

2

Music, Sound & Visual Effects (VFX)

3

Color Correction and Grading

4

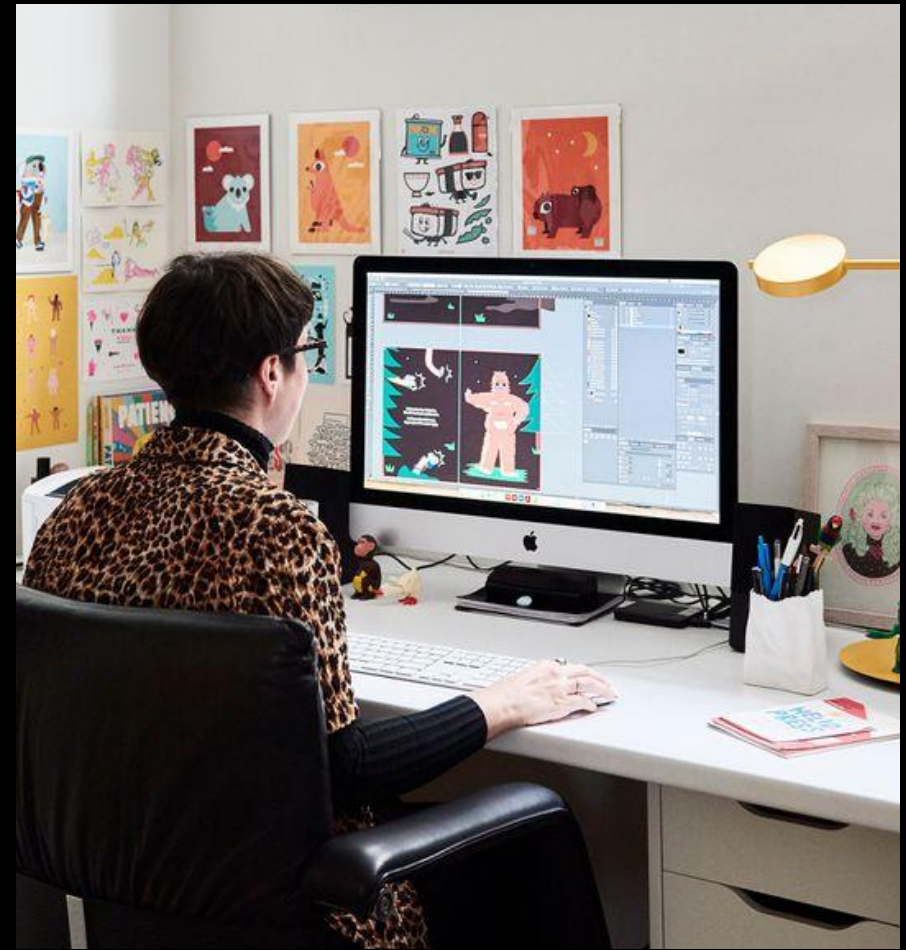
Titles, Graphics & Animations

5

Review and Feedback & Delivery

Titles, Graphics & Animations

(Post-Production)



Recap & Summary

**Layout &
Composition**

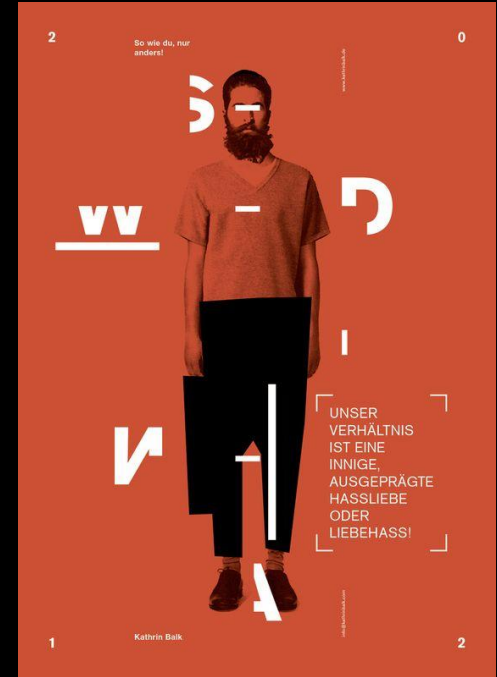
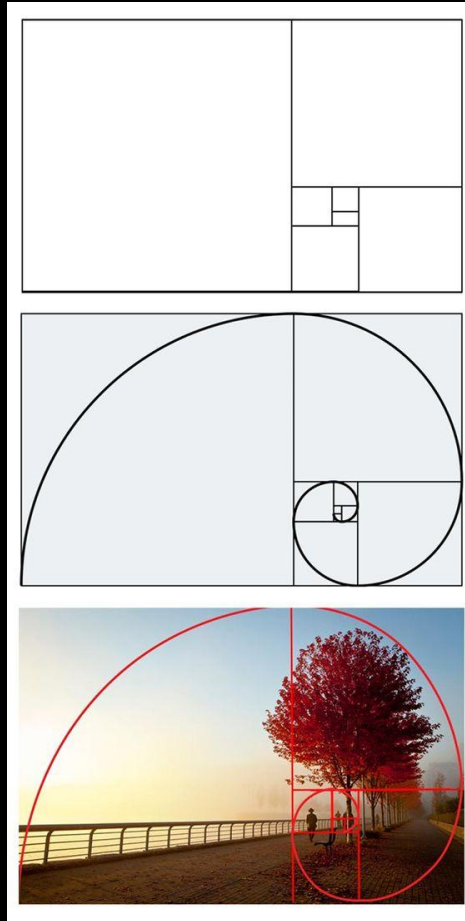
TYPOGRAPHY

COLOR

Image-making

Layout & Composition

Golden Ratio
Focal Point



Layout & Composition

Focal Point
Hierarchy

2018 AFRO PUNK

05.02-03 LOS ANGELES
ICE CUBE
TV ON THE RADIO
THE CREATOR
FLYING LOTUS
JANELLE MONAÉ
TUEST LOVE
THE INTERNET
LAURA MVELLA
EXPOSITION PARK
LOS ANGELES, CA
34.0171° N, 118.2861° W

07.15-16 PARIS
LIANNE LA HAVAS
MILLOW SMITH
JADEN SMITH
KEANU JONES
PATRICE
THE BOYS
LEON BRIDGES
YOUNG PARIS
THE PARC DE LA VILLETTE
PARIS, FR
48.8938° N, 2.3903° E

07.22-23 LONDON
LADY LESHURR
GOLDLINK
HOFF99
GAIKA
BIG JOANIE
SINNY GIRL DIET
YOUTH MAN
PUFFLE FERDINAND
ALEXANDRA PALACE
LONDON, UK
51.5942° N, 0.1308° W

08.02-03 BROOKLYN
DOWNTOWN BOYS
DAM PUNK
BLOOD PRANGE
DEATHGRIPS
TASH TACK
EGYPTIAN LOVER
BLS BLS
BLOOD ORANGE
COMMODORE BARRY PARK
BROOKLYN, NY
40.6973° N, 73.9790° W

10.14-15 ATLANTA
ALICE SMITH
TOSH RAGON
THE MEMORIALS
TORD Y MOI
DAS RACIST
NINGADONTE
SOUL WILLIAMS
YOUNG FATHERS
CENTRAL PARK
ATLANTA, GA
33.7689° N, 84.3759° W

12.02-03 JOBURG
LADY LESHURR
GOLDLINK
HOFF99
GAIKA
BIG JOANIE
SINNY GIRL DIET
BODY COUNT
AFRODONK
DELED PARK
JOHANNESBURG, SA
26.1235° S, 28.0084° E

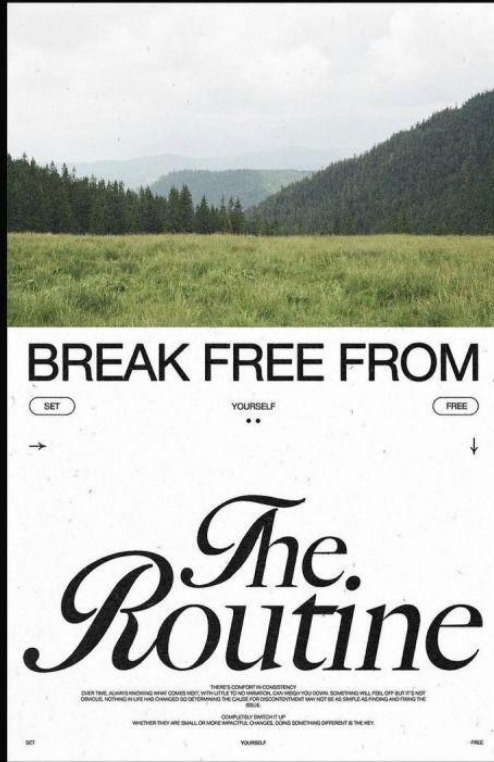
Layout & Composition
Image-making & Styling



vs.

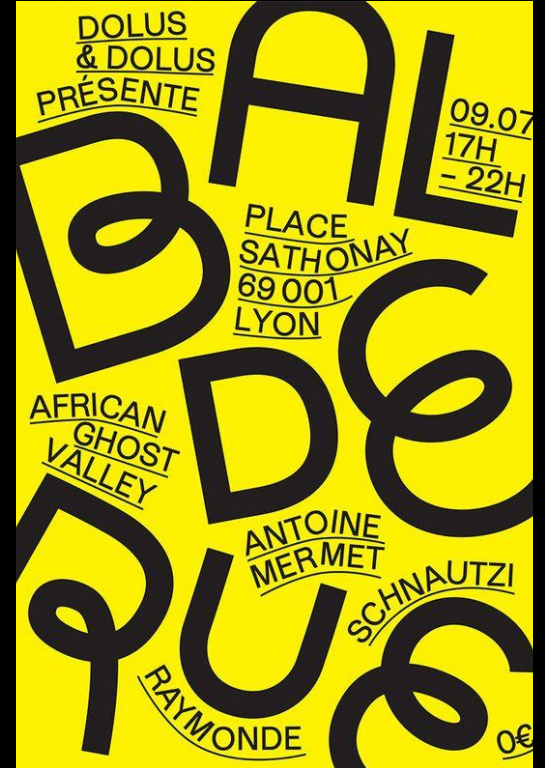


Typography



Character Style
Elegant vs. Lettering

Typography



Character Style

Brutalist vs. Freestyle

Color

Emotions

Warm colors vs Cold colors

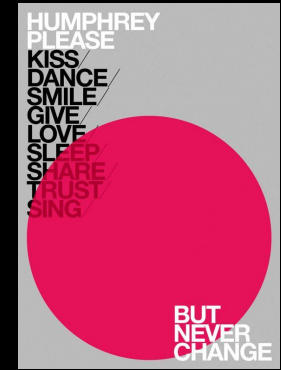
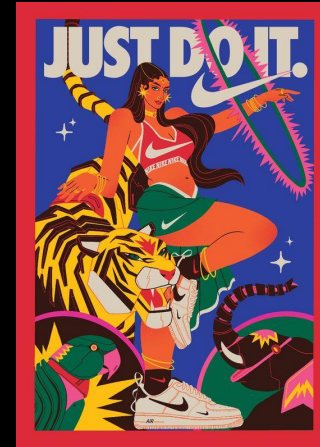
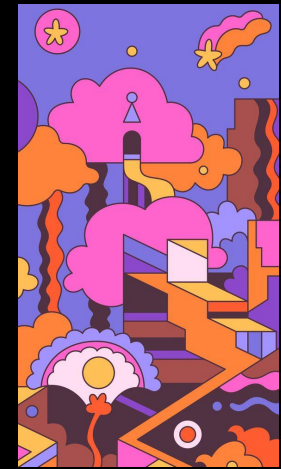


Image-making



Styling: Photography, 3D, illustration,
Collage, Abstract, Vector, Hyper-real, etc...

> How do we choose a style?



Can we send the wrong message?

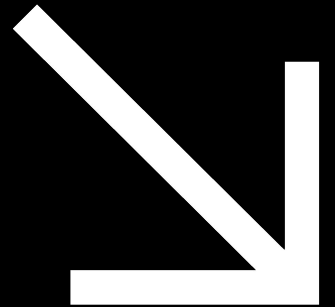


YES!



Question:

**Can Typography
be a standalone
image?**



Entrada
Ilsuro
Pedret06
Girona

16 Març '19
Yeah!
IndieRock
Club
Girona

16



Viviana Casanova
Indie Electronic
Set

Ds16.
03.
19

Dj Vassnova



INTUY

A. Lopez

Mary Perreux / Pictogram 2008

**BIENNALE
OFF —
RENNES**



INNOVATION
SAM 10 SEPT 19H
GALERIE MICA
WWW.BIENNALEOFF.FR

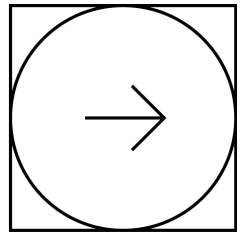
**15
SEP
09
DÈC
20
12**

DINA GALERIE
ESBAR
GALERIE MICA
GALERIE NATHALIE CLOUARD
GALERIE NET PLUS
GALERIE PICTURA
LE BON ACCORD
LE GRAND CIRQUE
LE MONDIE TOUTYLAND
LE TRIANGLE
LIBRE DES PENSÉES
ONDIS A L'ÉCLUSE
PASSAGE 27
SCÉNARIOS
SUBSTRAT
UNIFORM

Where do you find
inspiration?

Good Resources

1. Colors
2. Typography
3. Imagery
4. Inspiration



Color resources

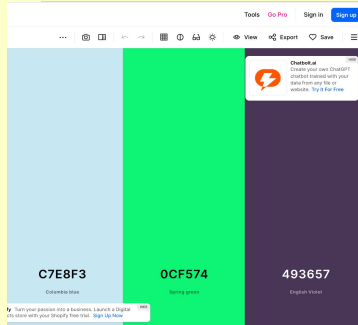
randoma11y.com



Randoma11y



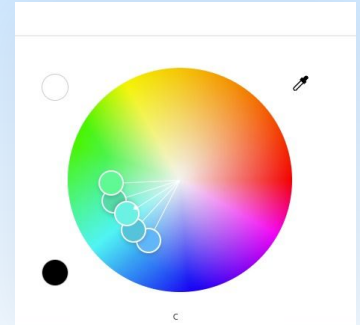
colors.co



Coolors



color.adobe.com

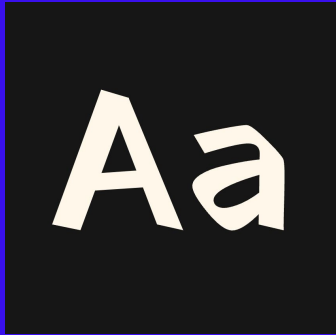


Adobe color



Typography resources

freefaces.gallery



FreeFaces



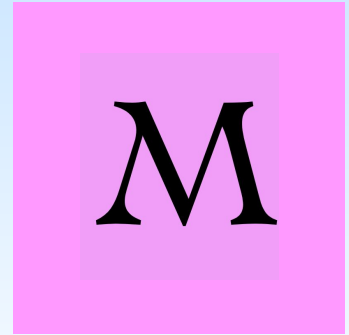
fonts.google.com



Google Fonts



velvetyne.fr



Velvetyne



Imagery resources

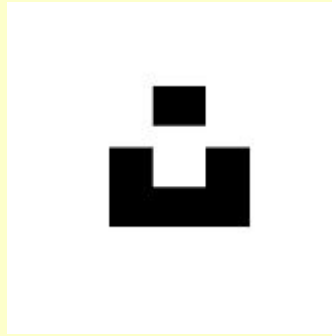
pexels.com



Pexels



unsplash.com



Unsplash



pixabay.com



Pixabay



Inspiration resources

savee.it



Savee.it



siteinspire.com



Siteinspire



httpster.net



Httpster



Color

randoma11y.com

colors.co

color.adobe.com

Typography

freefaces.gallery

fonts.google.com

velvetyne.fr

Imagery

pexels.com

unsplash.com

pixabay.com

Inspiration

savee.it

siteinspire.com

httpster.net

Design Networks

are.na

pinterest.com

behance.com

designspiration.com

dribbble.com

itsnicethat.com

Web Design Inspiration

savee.it

siteinspire.com

httpster.net

awwwards.com

admiretheweb.com

cssdesignawards.com

Questions about the **Design Thinking** **Process?**

Homework:

Observe

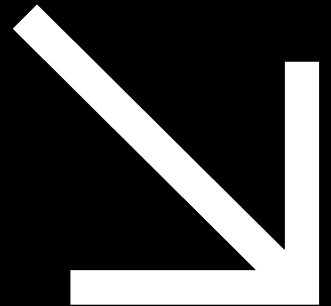
Find 3 digital design/media elements that you like from anywhere (web, real life, tv, social media, etc) could be a poster or a video or a logo or anything that draws your attention.

Write:

1. **Why did you like it?**
2. **How do you think it was made?**
3. **What was the purpose/goal/message behind it?**

We will talk about your findings next class, **take screenshots or photos of your findings! Add them to a miro board and share!**

Present next class for feedback



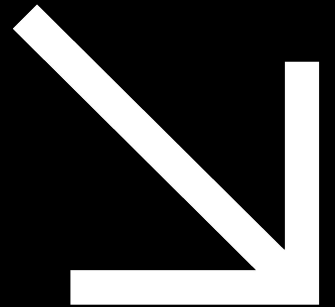
**HAVE YOU EVER
USED MIRO
BOARD BEFORE?!**

Homework Review



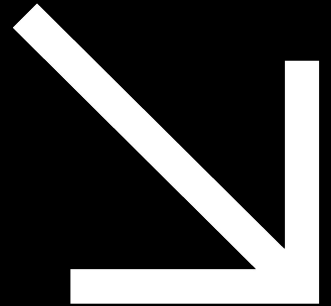
Next Week:

**Design Research,
Copyright & the
Creative Commons.**

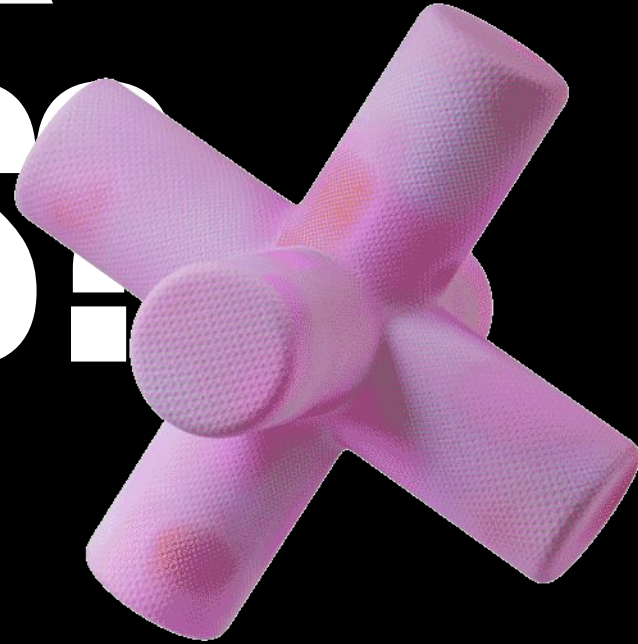


Updates:

- OpenLab course page
- Google sheets
- Miro Board
- Email: yotamkellner@gmail.com



**ANY OTHER
QUESTIONS?**



**THANK
YOU!**

