

*Class #3*

# DIGITAL MEDIA FOUNDATIONS

*Class #3*

# DESIGN PRINCIPLES / BITMAP VS. VECTOR FILE FORMATS.

# Today's agenda

**PS Demo Halftone + Design Principles**

**Bitmap vs. Vector File Formats**

**Homework Reviews**

**Homework: Design Assignment - Poster  
Design (Sketches)**

*Part 0*


# Photoshop Demo

## Halftone Pattern Filter



UNDER THE DIRECTION OF ANOTHER PLANET ENTERTAINMENT

# LIVE AT THE GREEK



**FRYKAH RADII**  
**CHILDISH GAMBINO**

GREEK THEATER AT UC BERKLEY

**FRIDAY, OCTOBER 17TH**

TICKETS AVAILABLE AT [APECONCERTS.COM](http://APECONCERTS.COM) & [TICKETMASTERS.COM](http://TICKETMASTERS.COM)

**LIVE NUDE ART**

THE  
**LIFE AQUATIC**  
WITH  
STEVE ZISSOU

STARRING  
**BILL MURRAY**  
AS  
STEVE ZISSOU  
**OWEN WILSON**  
HIS SON NED  
**CATE**

A FILM BY  
**JESSE ANDERSON**

FEATURING MUSIC BY  
DAVE NAVRO  
BOB DORCE

PREMIERE  
**DECEMBER 25**  
**2004**

**M A K E**



**I T**

**W E I R D**

**MAKE IT NEW**

AAF NATIONAL CONFERENCE 2009  
JUNE 4-6 | DIGITAL SECURITY AWARDS  
WASHINGTON, D.C.

fflon  
t  
oad  
to

Ryan Mou  
+ support  
Queens Ro  
Social Clu

June 30  
£5 / £4





**AID THE WOUNDED**

Under the Patronage of H.E. The Soviet Ambassador

red army day feb. 23

The Demograp  
hic/Frustratio  
ns/Power/In  
sights/U  
phil

August 10  
Flywheel  
\$7/8pm  
All ages



'We begin bombing in five minutes'

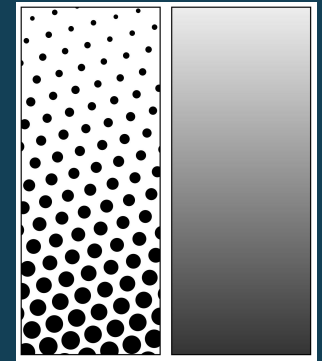
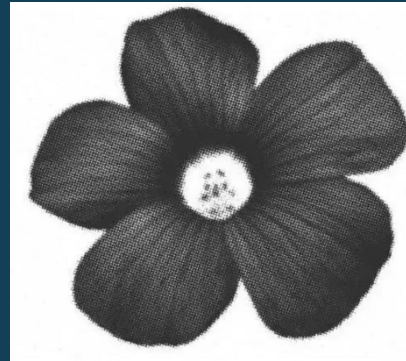
# Halftone Pattern

## Where did it start?

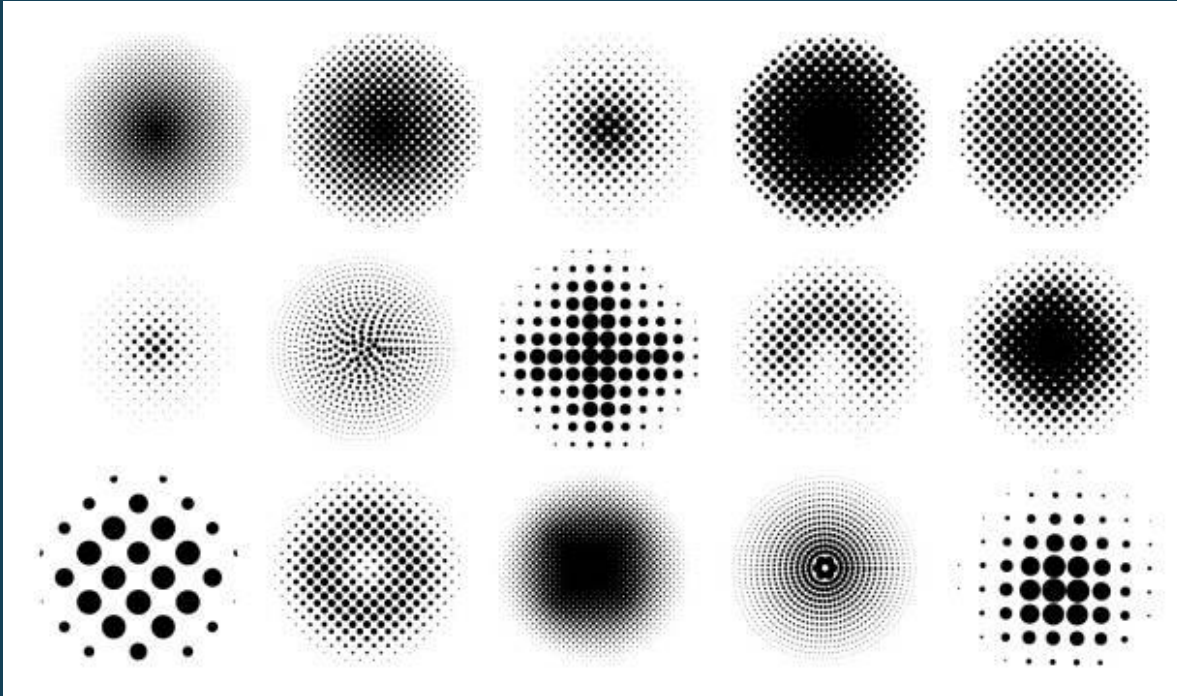


# Halftone Pattern

The first printed halftone photograph was an image of Prince Arthur published on **October 30, 1869**. The New York Daily Graphic would later publish "the first reproduction of a photograph with a full tonal range in a newspaper" on March 4, 1880 (entitled "A Scene in Shantytown") with a crude halftone screen.



# Halftone Pattern





*And now:*

# Photoshop Demo Halftone Pattern Filter



*Part 1*

# Design Principles



*Let's Discuss*

**What so you know  
about Design  
Principles?**



**Layout &  
Composition**

**TYPOGRAPHY**

**COLOR**

*Image-making*

# *Design Principles Topics:*

- **Balance**
- **Contrast**
- **Alignment**
- **Proximity**
- **Repetition**

Balance



THE PUBLIC THEATER/NEW YORK SHAKESPEARE FESTIVAL PRESENTS  
**BRING IN 'DA NOISE FUNK**

**"VISUALLY STUNNING!"**  
AT TIMES THE DANCING SEEMS LIKE AN ASSAULT ON THE FEET. THEY DANCE ON THEIR TOES, THEIR HEELS, SEEMINGLY ON THEIR ANKLES. INVARIABLY WITH RELENTLESS ABANDON."  
—*THE NEW YORK TIMES*

**"THIS SHOW FEELS LIKE THE ADOLESCENT DREAM OF A GENIUS WHO HAS GAINED THE WISDOM OF IT SLAMS DOWN RHYTHMS INTO YOUR HEART!"**  
—*THE NEW YORK TIMES*

**"A JOYOUS CELEBRATION: THE CAST IS SUPERR!"**

**"SAVION GLOVER IS RUMBA DANCING. ROD OF BRY FUNK IS SO FRESH! PURE AND ALIVE, IT VIBRATES!"**

**"A JOYOUS MEDITATION ON TAP, GEORGE C. WOLFE AND SAVION GLOVER HAVE CONDUCTED A SHORT-HAND VERSION OF AMERICAN HISTORY, IN WHICH THE BEAT OF DANCE IS EQUATED WITH SOMETHING LIKE AN UNSTOPPABLE LIFE FORCE. THE MOST ORIGINAL MUSICAL PRODUCTION OF THE SEASON."**  
—*THE NEW YORK TIMES*

**"STUNNING!"**  
WHAT IS "NOISE FUNK"? IT IS DANCE THEATER. IT IS MUSICAL THEATER. IT IS EPIC THEATER. AS VIBRANT AS HISTORY AND AS THEATRE AS ART, IT IS A CELEBRATION OF ENTERTAINMENT AND SHOULD NOT BE IT CALLED BY THE NAME OF THEATRE."  
—*THE NEW YORK TIMES*

**"GLOVER'S DANCING IS A REVELATION OF VIBRANCY AND EXPRESSIVENESS. THIS MUSICAL HAS BROUGHT BACK 'DA BEAT."**  
—*THE NEW YORK TIMES*

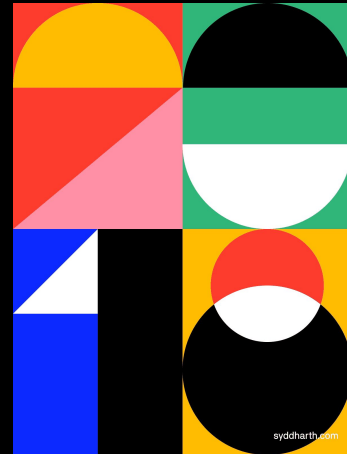
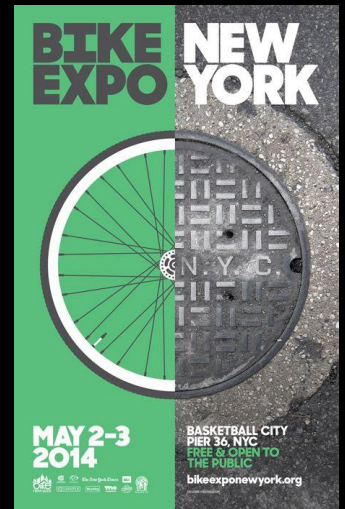
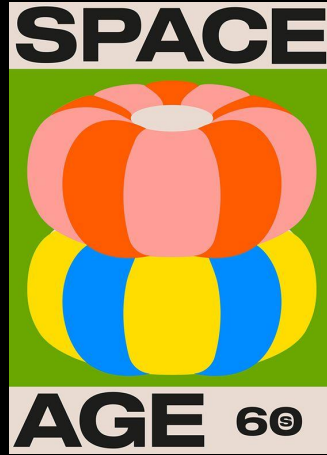
**"HEROIC!"**  
THE GENIUS OF GLOVER'S CHOREOGRAPHY IS EVIDENT IN EVERY MOVE AND GLOVER DID IN THEIR FABULOUS PERFORMANCES FROM THE EXPERIENCE OF THE PUBLIC AND THE PERFORMANCES FROM THE DANCE COMES BY STANDING TAP HAS GAINED THE TITLE OF THE MOST ORIGINAL MUSICAL PRODUCTION OF THE SEASON."  
—*THE NEW YORK TIMES*

**"PERFORMANCE WAVE AND SAVION GLOVER AND BRY FUNK ARE THE BEST DANCE CREATORS OF THE DECADE. TAKING AND REVELING IN SHOW BUSINESS' COMBINATION OF DANCE AND MUSIC IS A JOYOUS CELEBRATION OF AMERICAN HISTORY. IN WHICH THE BEAT OF DANCE IS EQUATED WITH SOMETHING LIKE AN UNSTOPPABLE LIFE FORCE. THE MOST ORIGINAL MUSICAL PRODUCTION OF THE SEASON."**  
—*THE NEW YORK TIMES*

**"NOISE" ROCKETS THE AMERICAN MUSICAL INTO THE MODERN AGE!"**  
—*THE NEW YORK TIMES*

**"THE AMBASSADOR THEATRE**  
219 WEST 49TH STREET  
CALL TELE-CHARGE IN NY 212-239-6200 OUTSIDE NY METRO AREA 800-432-7250 BEGINS APRIL 9TH

*Symmetrical*



appearing at calaract metro  
3700 n clark street / chicago, illinois

with soul anykum  
thursday, august 22 1985

show at 8:00 pm  
general admission \$6.00

23:00  
MAY 26

SHOP  
at  
BAR

syddharth.com

# Asymmetrical

strel-ka 501 day after-party 19.05 13:00  
Levi's  
alxndr london (uk, live)  
digi-don  
misha gannu-shkin

PIANO SUMMER  
CALL FOR ENTRY  
21st - 31st 2022  
MUNICH PIANO COMPETITION

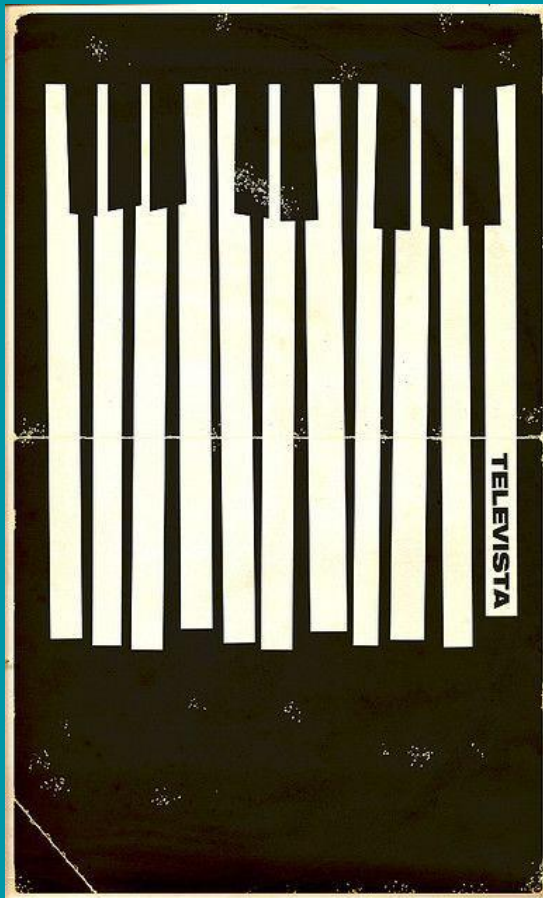
PUBLIC.  
CREATED BY Michael John LaChiusa  
FIRST DAUGHTER  
OCT 6 - NOV 15  
DIRECTED BY Kirsten Sanderson

31/01 OPEN DAG  
KONINKLIJKE ACADEMIE VAN BEELDENDE KUNSTEN DEN HAAG  
www.kabk.nl/open dag

THE PUBLIC THEATER / NEW YORK SHAKESPEARE FESTIVAL PRESENTS BRING IN DA NOISE FUNK  
A LOTUS MEDITATION ON TAP  
THE AMBASSADOR THEATRE  
219 WEST 49TH STREET  
NY NY 10019-1101  
TEL: 212-239-6200



# Contrast



# *No Contrast*



# Alignment

05.06—  
12.11.2022

The  
Solar  
Biennale

Her House  
Institute **THE SOLAR  
MOVEMENT** Shedding light  
on solar futures solarbiennale.com  
@solarbiennale

Shedding light on solar futures is a project of Her House Institute, a non-profit organization dedicated to advancing the use of solar energy in architecture and design. The project is supported by the Solar Movement, a global coalition of organizations and individuals committed to accelerating the transition to a sustainable energy future. For more information, visit solarbiennale.com or follow us on Instagram @solarbiennale.

Ferran  
Adrià

interbrand  
new york  
design tour  
2014

6:00pm  
tour  
the drawing  
center  
35 wooster  
street

7:30pm  
drink  
soho  
grand hotel  
310 w  
broadway

feb 13  
thursday

Notes on  
Creativity

Ferran Adrià is a Spanish chef, restaurateur, and television personality. He is the founder and chef of the restaurant El Bulli, which was named one of the world's best restaurants by the Michelin Guide. He is also the author of the book "Notes on Creativity".

# Alignment

Summer  
Architectural  
Structures

27 —

27.08 — 06.09.13  
Monterey • Barcelona

— 08

Sustainable  
Designs for  
Warm Environments

13.A

27.08 — 08.30 PM

August 16, 2013  
08:30 - Lecture by Lara Pissardi  
08:40 - Cocktail, Live music gallery

Summer Architectural Structures  
www.sas.gubir.com

edg end

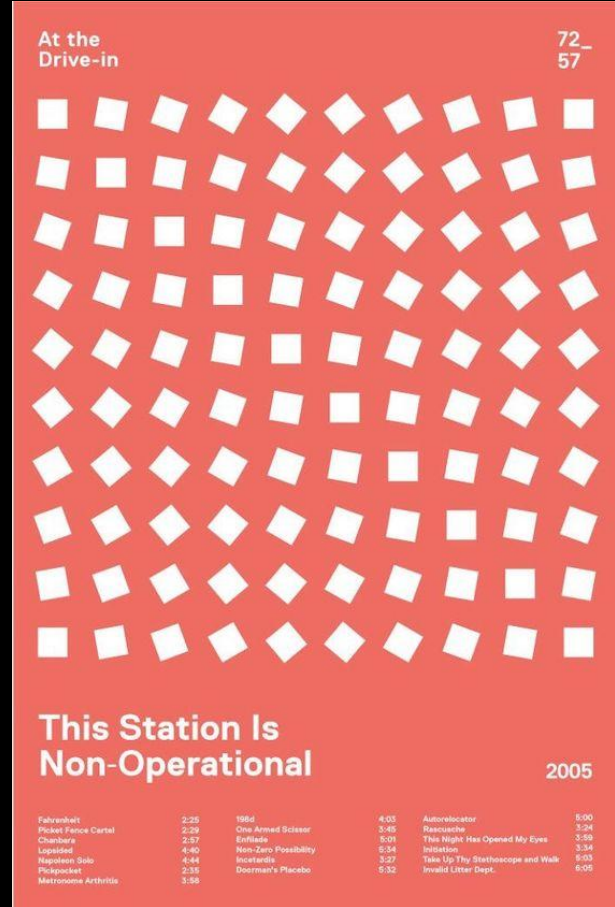
The Grid  
System

A brief visual introduction to grids for  
graphic designers and typographers.

# Proximity



# Repetition



**Layout &  
Composition**

**TYPOGRAPHY**

**COLOR**

*Image-making*

**1** **Research & Discovery**

**2** **Ideation & Brainstorming**

**3** **Concept Development**

**4** **Prototyping & Wireframing**

**5** **Design Development**

**6** **User Testing & Feedback**

**7** **Refinement**

**8** **Finalization**

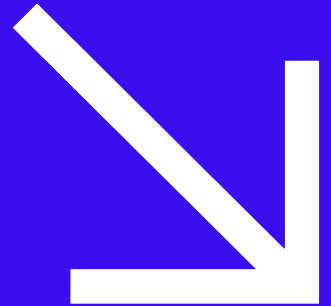
**9** **Presentation & Communication**

**10** **Delivery, Implementation & Evaluation**

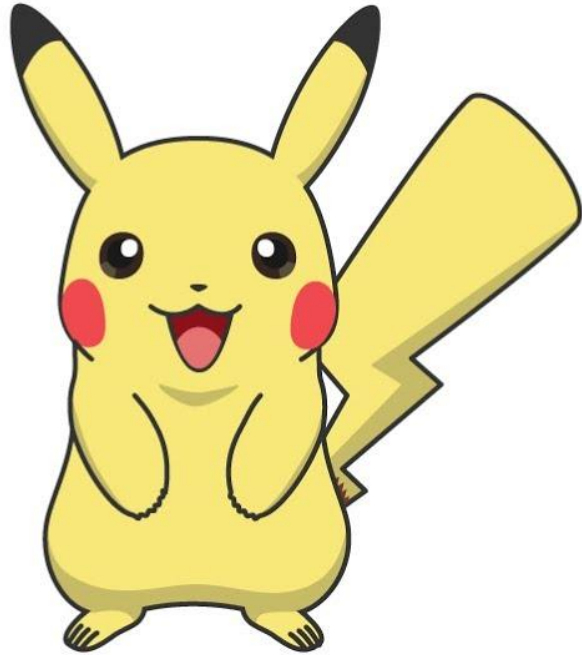


*Part 2*

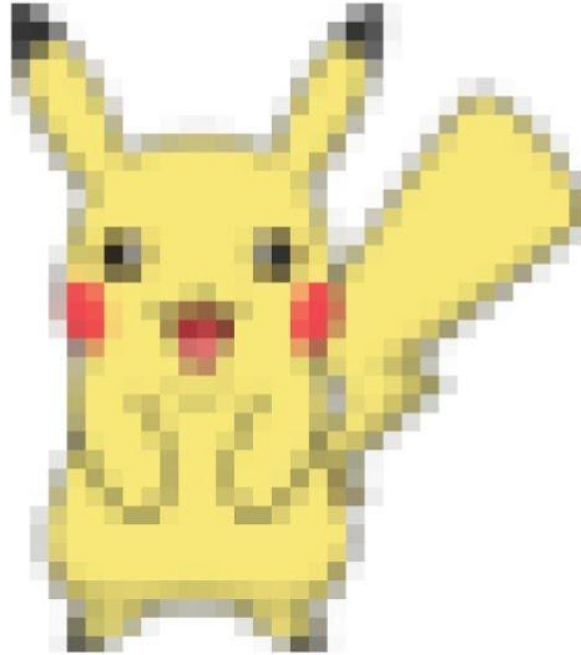
# Bitmap vs. Vector File Formats



***Vector***



***Bitmap***



# *Vector vs. Bitmap (Raster)*

**What are the  
differences?**

**Which software do we  
use to create them?**

# *Vector*

## Used for:

- Logos
- Icons
- Charts
- Illustrations

## File formats:

- .svg
- .eps
- .ai
- .pdf

# *Bitmap (Raster)*

## Used for:

- Photography
- Collages
- Pixel based Imagery

## File formats:

- .jpg / .jpeg
- .png
- .gif
- .tif
- .bmp
- .psd

# *Vector*

## Software:

- Adobe Illustrator
- Adobe InDesign
- Figma
- Sketch
- CorelDRAW
- Vectr
- Affinity Designer

# *Bitmap (Raster)*

## Software:

- Adobe Photoshop
- Adobe Lightroom
- Figma
- GIMP
- Pixlr X
- Corel Painter
- Affinity Photo

# Homework Review



*Homework:*

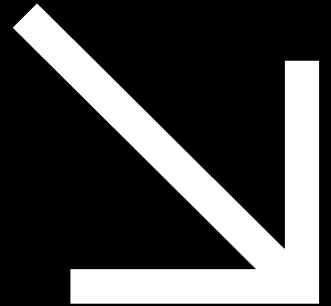
# Research

Your design assignment is to create a poster for an event in NYC (use [Eventbrite](#) for content - Events in March+April 2024) you decide which content and imagery to present, Make sure it is clear what the event is about, where and when. Size: 50 x 70 cm (18 x 24 Inches) ***no need to print!***

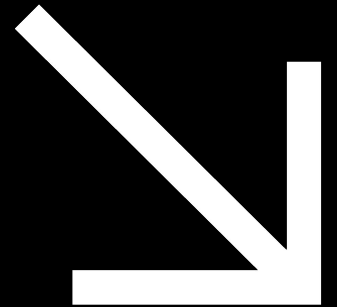
*Start with:*

- 1. Choose the event you want to work on - and explain why?**
- 2. Create a market/competitors research**
- 3. Create a mood board and an inspiration board**
- 4. Recommended: USE MIRO BOARD OR FIGJAM (by figma)**

[Present next class for feedback](#)



# Your Homework for next week!





*Homework:*

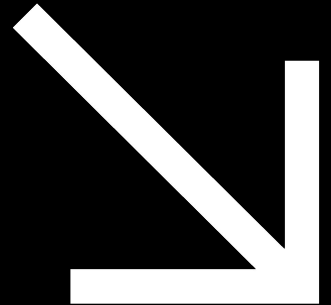
# Sketch your poster!

Understanding design principles and take your design research to the next level, start sketching the **layout** of your event's poster (manually or on a software of your choice. Make sure to create the most impactful and communicative design for your posters. GO WILD!

*Continue with:*

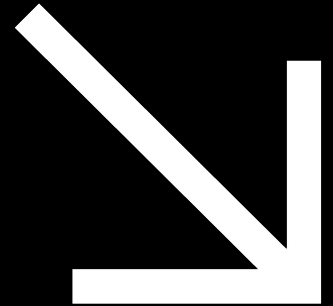
1. **The event you are focusing on**
2. **Start sketch out your poster - roughly with pencil on paper or digitally**
3. **Refine your mood-boards!**

*Present next class for feedback*



*Homework:*

**Watch this video before for next class:**



**1** **Research & Discovery**

**2** **Ideation & Brainstorming**

**3** **Concept Development**

**4** **Prototyping & Wireframing**

**5** **Design Development**

**6** **User Testing & Feedback**

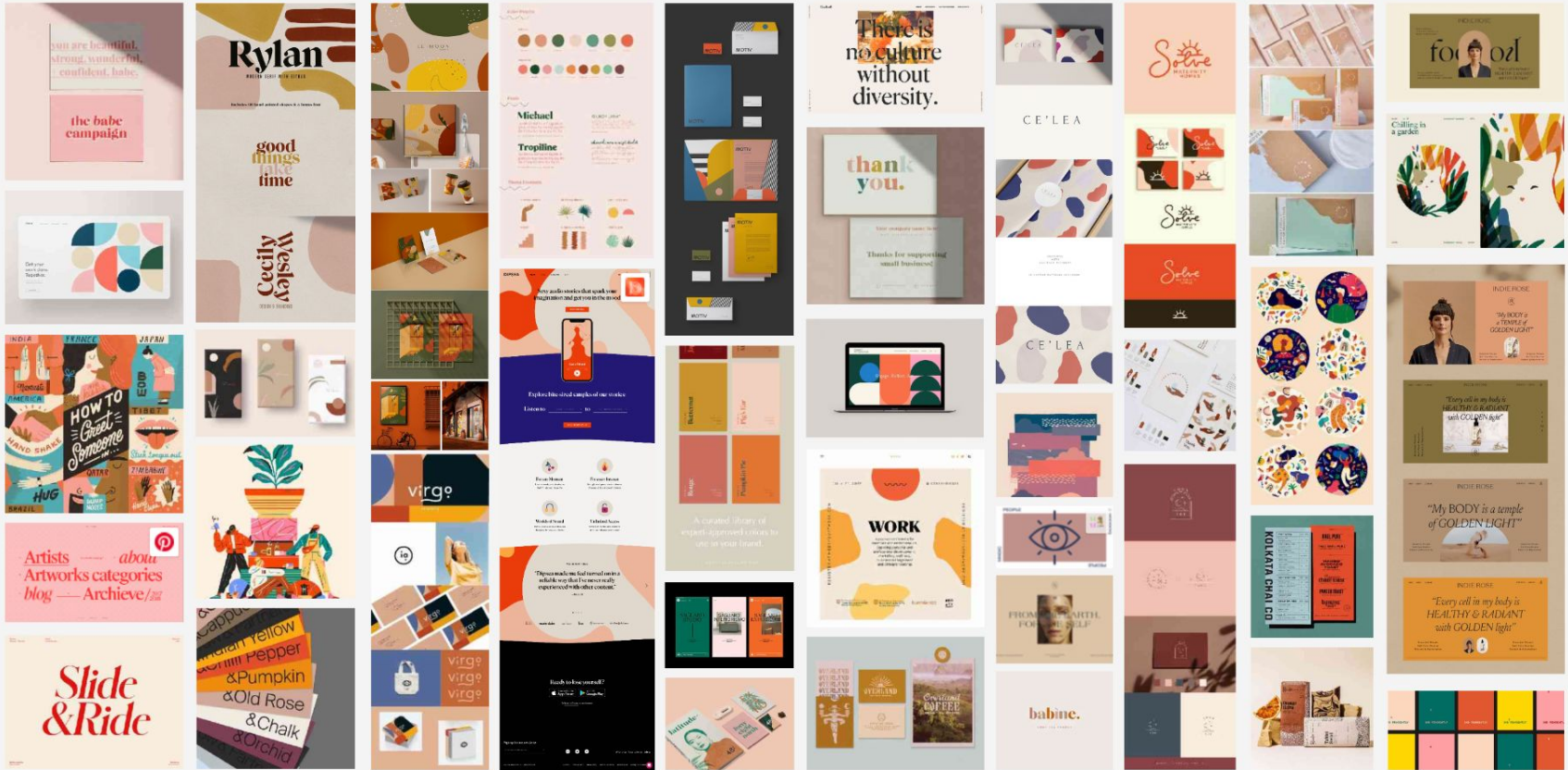
**7** **Refinement**

**8** **Finalization**

**9** **Presentation & Communication**

**10** **Delivery, Implementation & Evaluation**

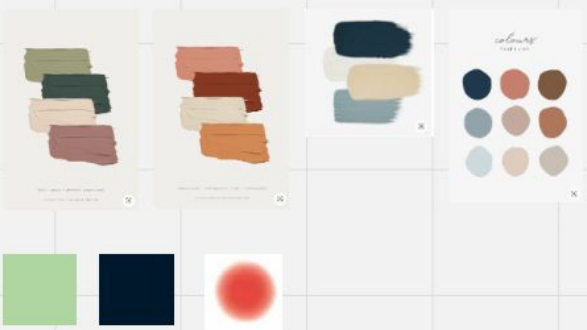
# LOOK AND FEEL — Vibrant and cheerful, warm and supportive.



### General Look and Feel



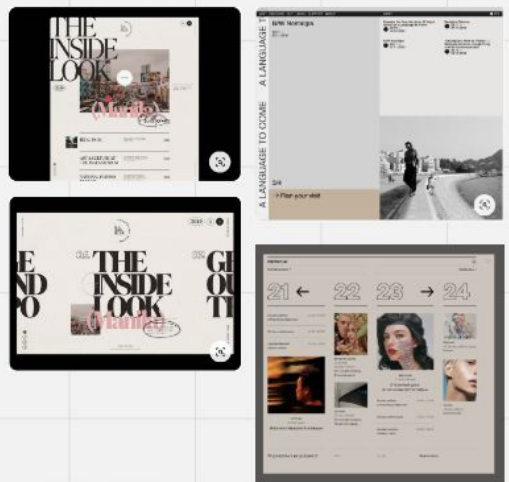
### color palette - needs artintouch's red



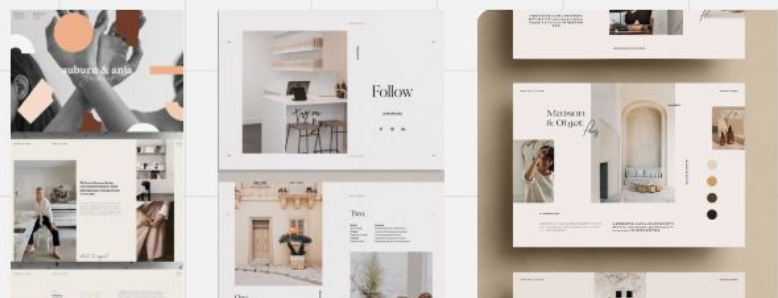
### Typeface : slab



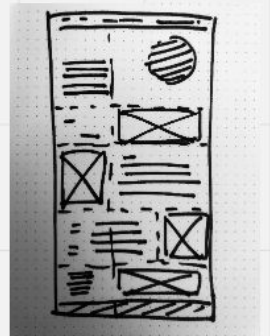
### Typographic



### Blog-style



### M3 JOURNAL



**POSTER HOUSE**

FLATIRON PLAZA AT 23RD & BROADWAY

**BLOCK PARTY**

SAT, AUG 6 2022, 12-5PM

LIVE MUSIC PERFORMANCES  
ACTIVITIES FOR ALL AGES  
GAMES & PRIZES

Center for Book Arts  
FESTIVAL OF NEW YORK  
MO+MATH  
SIBONS FOUNDATION  
THE PARK ALLEY

POSTER HOUSE IS LOCATED AT 110 W. 23RD ST. BETWEEN 6TH & 7TH AVE. POSTERHOUSE.ORG @POSTERHOUSENYC

**POSTER HOUSE**

SAFETY CAMPAIGN

자전거 안전 캠페인

자전거 안전입니다

자전거 안전편

© 2012 ALL RIGHTS RESERVED. DESIGN & CONCEPT BY POSTER HOUSE. ALL RIGHTS RESERVED. POSTER HOUSE IS A REGISTERED TRADEMARK OF POSTER HOUSE INC. POSTER HOUSE IS A REGISTERED TRADEMARK OF POSTER HOUSE INC. POSTER HOUSE IS A REGISTERED TRADEMARK OF POSTER HOUSE INC.

POSTER HOUSE

The 5th Art  
a b Book  
C Fair

第五届艺术书展  
上海

Jean Lii  
AKI JIANG  
SummerBee

09/04-09/05  
11:00 - 19:00

09/06  
10:00 - 18:00

C 09  
**AKIPRESS**  
09/04-09/06

OCAT  
上海馆  
OCAT  
Shanghai

# Trieste Estate

# 20 15

Da giugno a settembre  
una grande stagione di spettacoli

[triestestate.it](http://triestestate.it)

# NOMADLAND

DIRECTED BY  
CHLOE ZHAO

STARRING  
FRANCES MCDORMAND





台北國際書展

台北世界貿易中心  
TAIPEI WORLD TRADE CENTER

taipei international  
Book Exhibition 2020



閱讀新風景

台北世貿一館. 一樓&二樓展場

2.04-2.09

展覽時間

( ) 10:00-20:00

new horizons  
of reading

公共實踐  
Public Practice

工作坊  
Workshop

導師  
Teacher  
fantom

一起做一本  
戶外肌理  
拓印  
zine

時間 Time  
2021.09.19  
14:00  
19:00

Making a Printing  
Magazine with  
Outdoor Texture  
Together



該活動于  
威獅國際藝術中心  
微信小程序報名  
Register via WeChat Mini  
Program of SEEWELL  
International Art Center

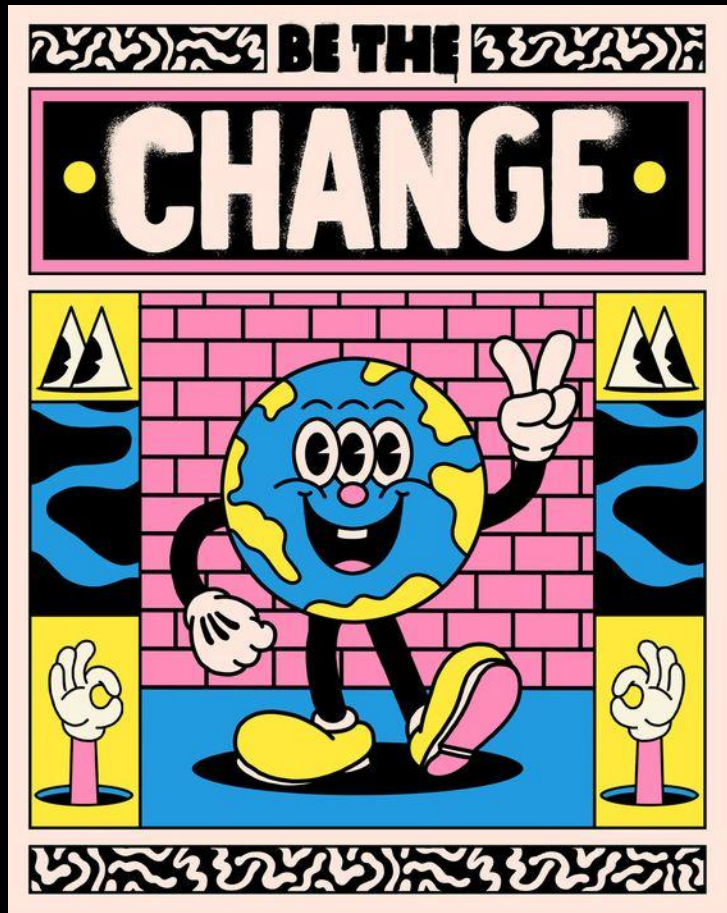
福建省福州市倉山區  
金山大道 616 號  
威獅國際藝術中心 二層空間  
No.616 Jin Shan Road  
Cangshan District, Fuzhou, Fujian  
SEEWELL International Art Center



SEEWELL  
SPACE

PRINTHOPE



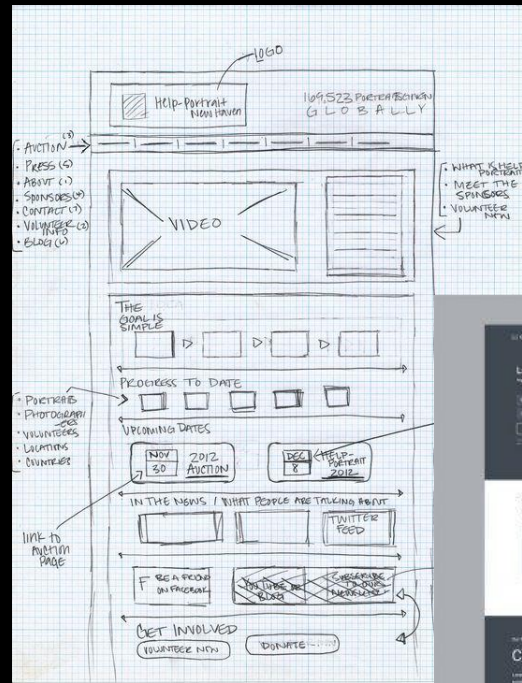


**Which Image-making  
style will you choose?**

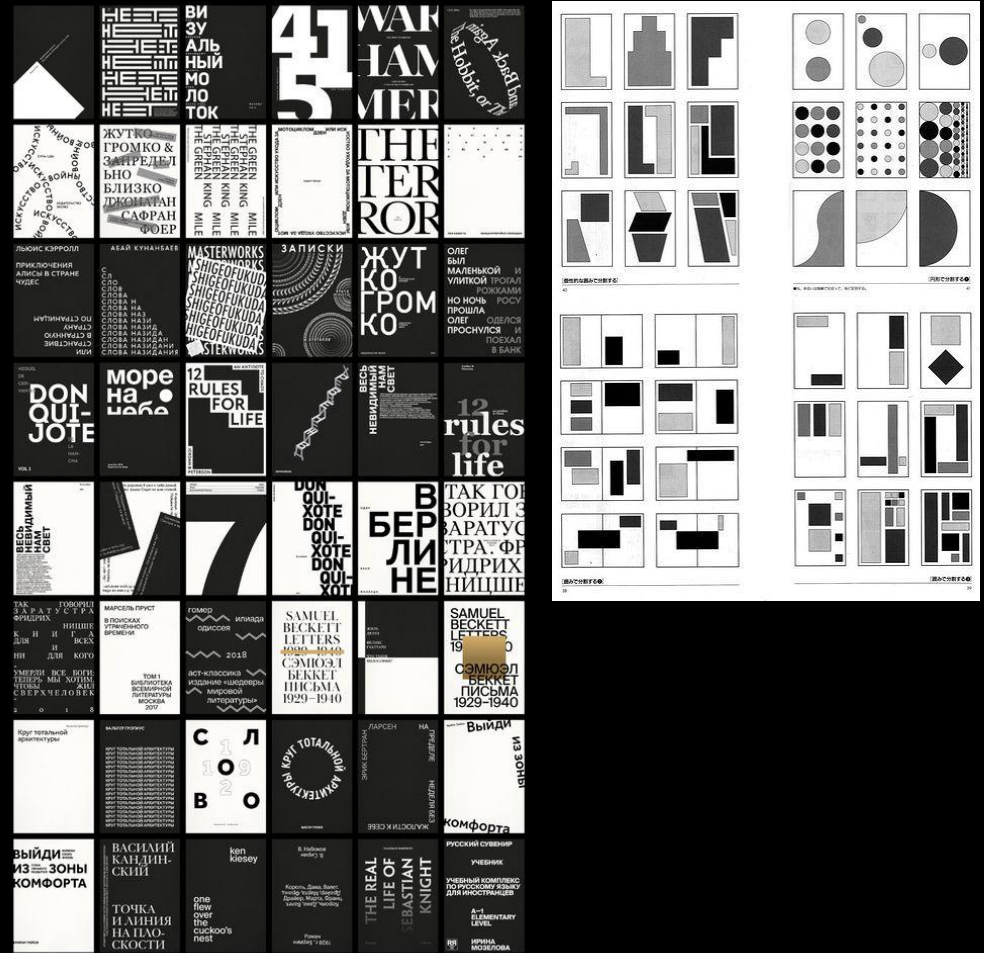
**Try as many as you can!  
+ this is your chance to  
learn something new  
and get out of your  
comfort zone!**

# Prototyping & Wireframing

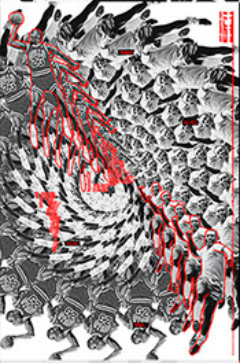
Low-Fidelity Wireframes,  
Hi-Fidelity Wireframes  
Ideation & Iterations



# Design Development



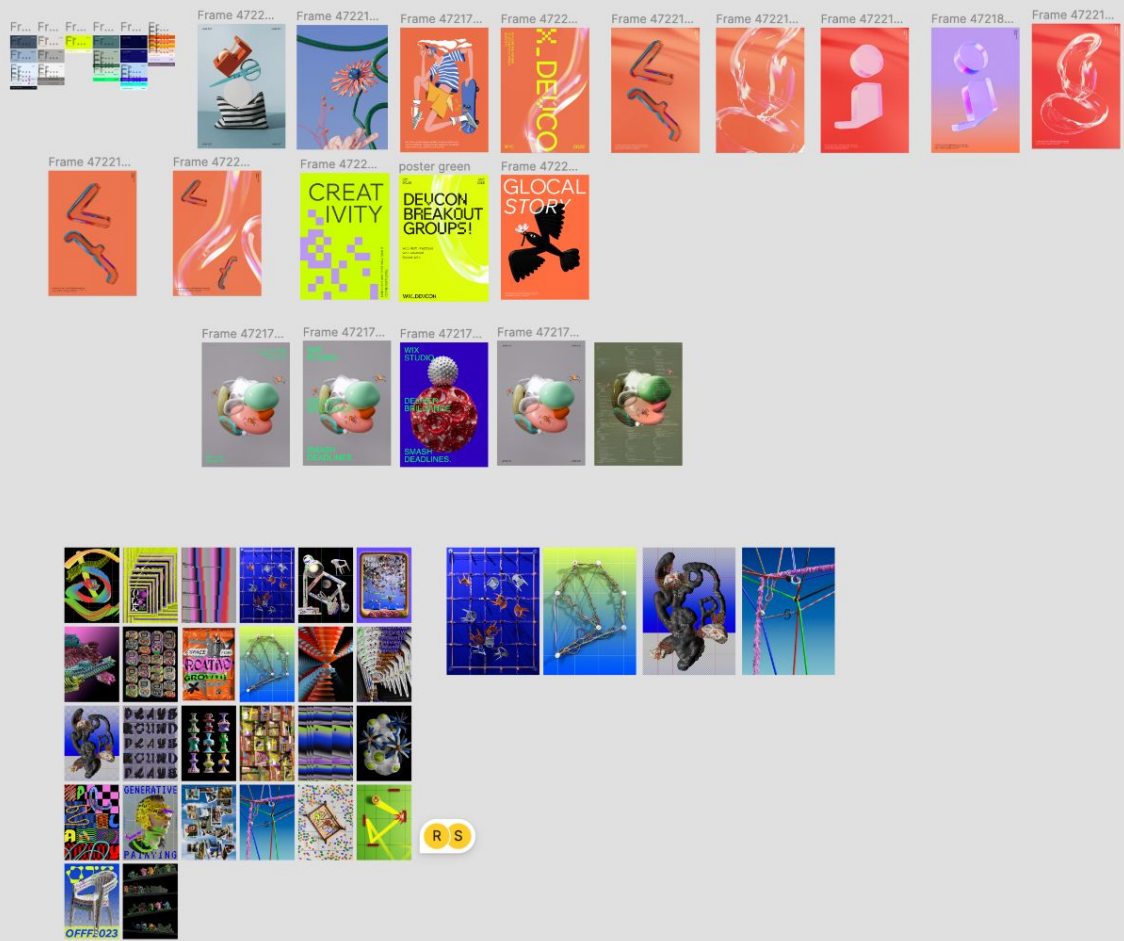
Iterations & Options



Layers Assets Poster

Pages +

- Stickers
- Wix SSO screen
- PRESENTATION
- Client review
- FINAL DESIGN
- All design asstes
- FINAL VERSION
- Rectangle 8717
- Rectangle 8710
- Rectangle 8715
- Rectangle 8714
- Rectangle 8713
- Rectangle 8712
- Rectangle 8711
- Rectangle 8709
- Rectangle 8708
- Rectangle 8705
- Rectangle 8707
- Rectangle 8716
- Rectangle 8704
- Rectangle 8706
- Rectangle 8703
- poster 3
- New
- E2D8FF
- Color 06: Secondary



Design Prototype

Page

- E0E0E0 100%
- Local variables
- Local styles +
- Export +





Layers Assets Poster

Pages

- Stickers
- Wix SSO screen
- PRESENTATION
- Client review
- FINAL DESIGN
- All design asstes

FINAL VERSION

- Rectangle 8717
- Rectangle 8710
- Rectangle 8715
- Rectangle 8714
- Rectangle 8713
- Rectangle 8712
- Rectangle 8711
- Rectangle 8709
- Rectangle 8708
- Rectangle 8705
- Rectangle 8707
- Rectangle 8716
- Rectangle 8704
- Rectangle 8706
- Rectangle 8703
- poster 3
- New
- E2D8FF
- Color 06: Secondary



Design Prototype

Page

E0E0E0 100%

Local variables

Local styles

Export



Layers Assets Poster

Pages

- Stickers
- Wix SSO screen

PRESENTATION

- Client review

FINAL DESIGN

- All design asstes

FINAL VERSION

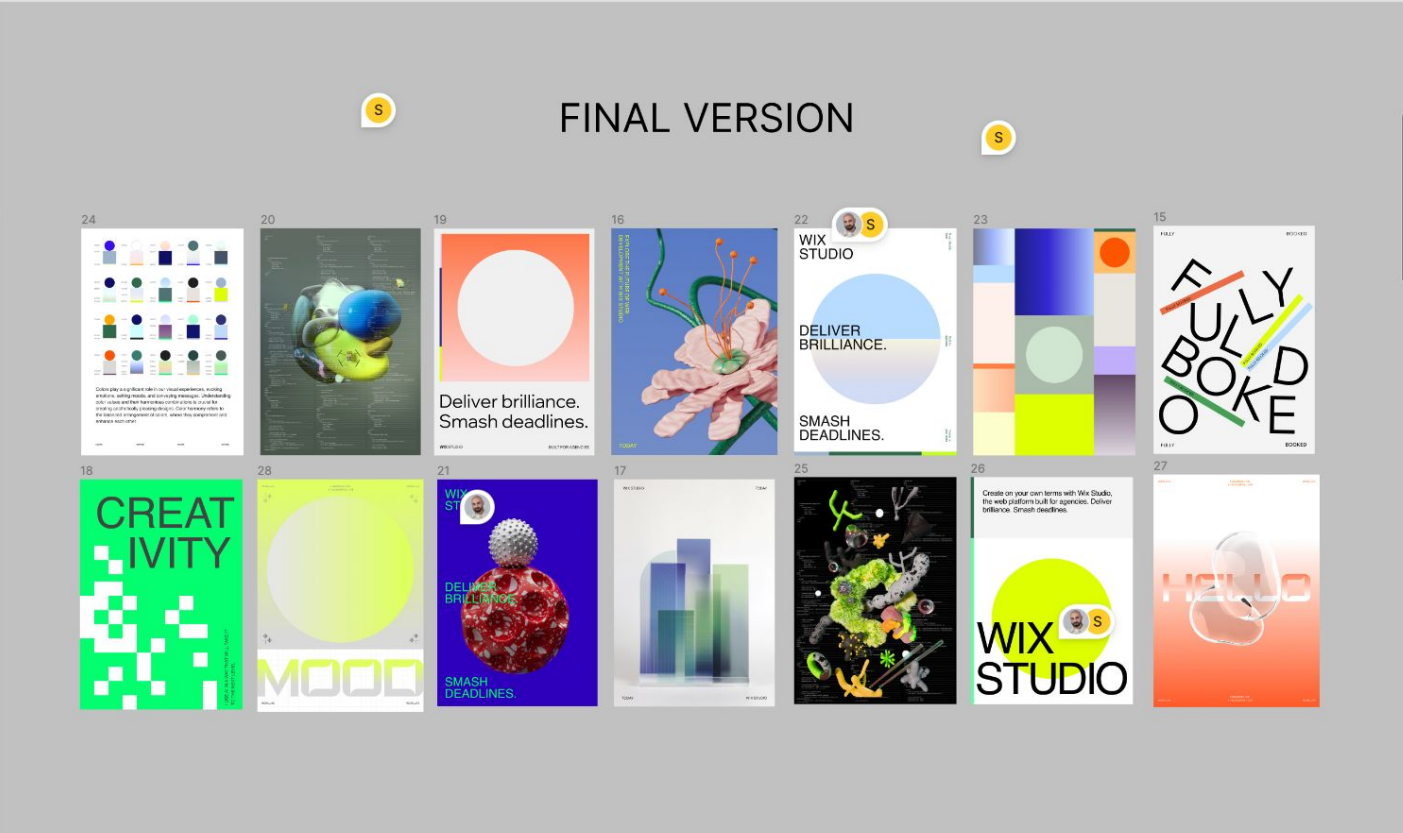
- Rectangle 8717
- Rectangle 8710
- Rectangle 8715
- Rectangle 8714
- Rectangle 8713
- Rectangle 8712
- Rectangle 8711
- Rectangle 8709
- Rectangle 8708
- Rectangle 8705
- Rectangle 8707
- Rectangle 8716
- Rectangle 8704
- Rectangle 8706
- Rectangle 8703

poster 3

New

E2D8FF

Color 06: Secondary



Design Prototype

Page

- E0E0E0 100%

Local variables

Local styles

Export



*Next Week:*

**Design Production:  
Resolution,  
Compression & Image  
File Formats.**

PROCRUSTIAN



**ANY  
QUESTIONS?**



**THANK  
YOU!**

