

*Welcome to:*

**DIGITAL**

**MEDIA**

**FOUNDATIONS**



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

Português de Portugal  
 Français de France  
 Italiano  
 Nederlands  
 Deutsch  
 Dansk  
 Svenska  
 Esperanto  
 Slovenščina  
 Čeština  
 Estnisk keel  
 Eesti keel  
 Ungarisk  
 Litauisk  
 Lettisk  
 Latviski valoda  
 Polnisk  
 Rumänsk  
 Slovenski  
 Madžarski  
 Katalansk  
 Galeg  
 Basque  
 Valonsk  
 Bretonsk  
 Gallego  
 Valon  
 Breton  
 Galleg  
 Valon  
 Breton  
 Galleg







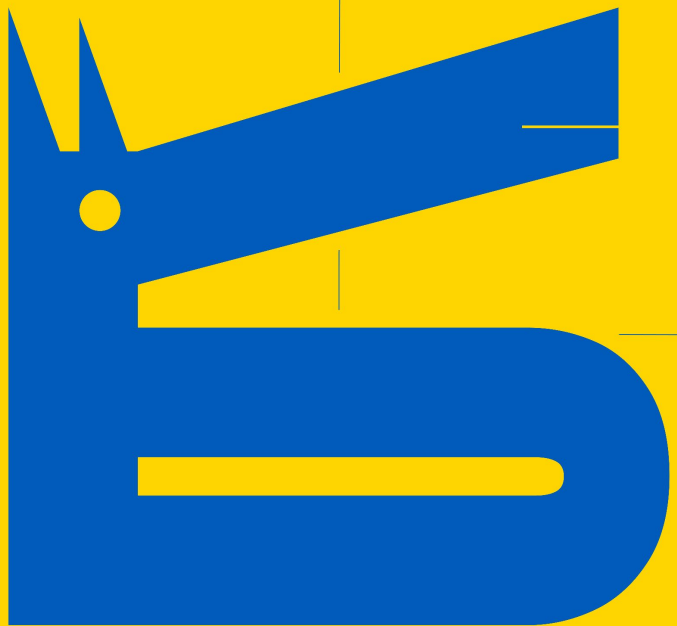
# 33 LETTERS FOR UKRAINE

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

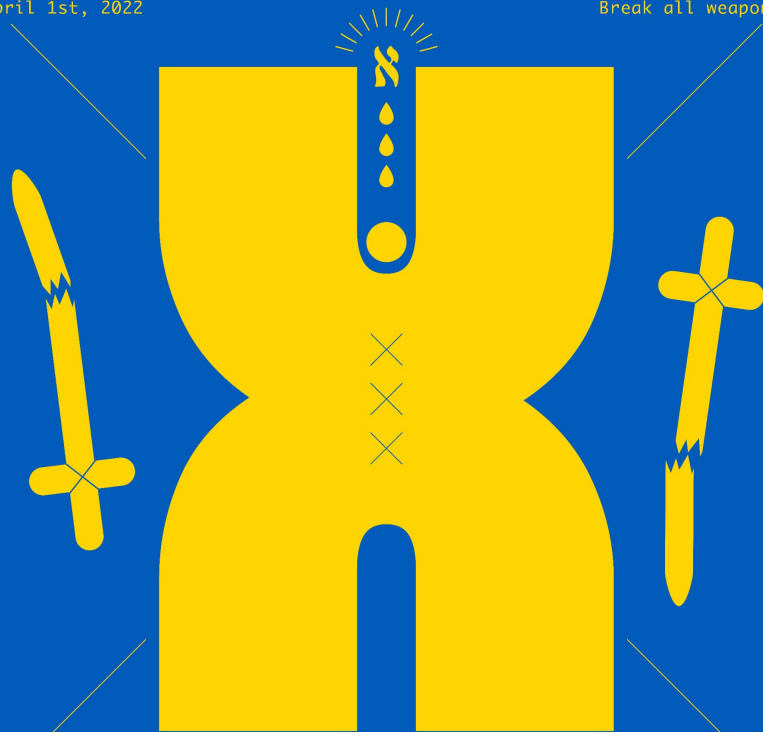


Letter\_#2\_5

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

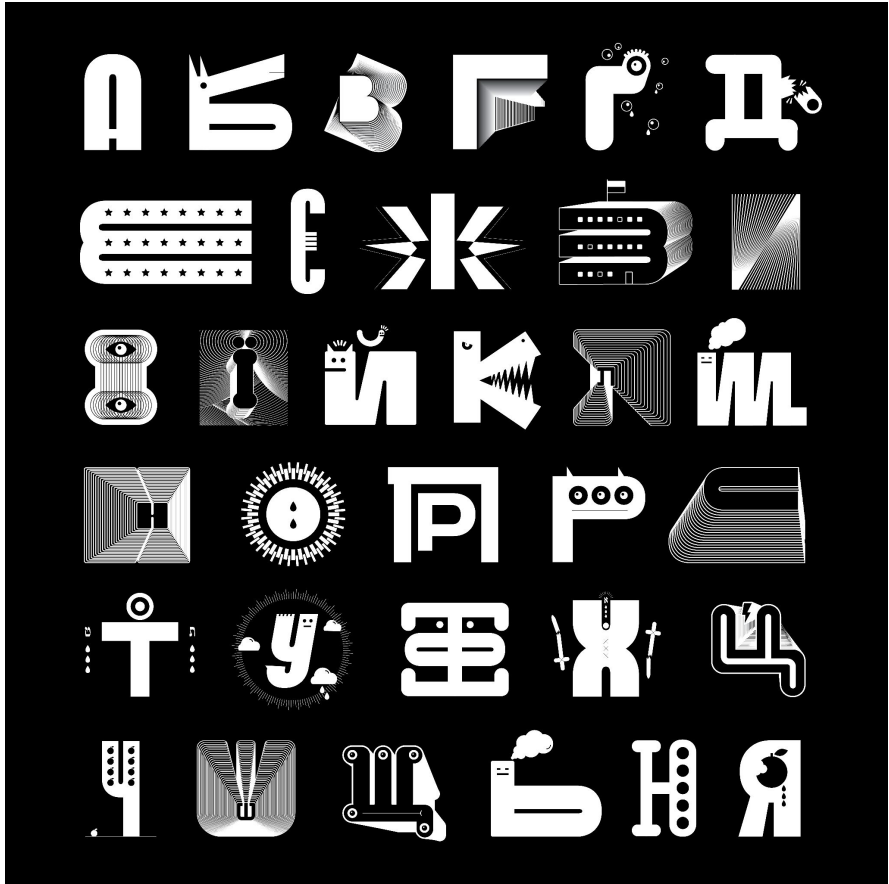
April 8th, 2022

End the war!



33\_letters\_for\_Ukraine

Letter\_#33\_Я





# Today's agenda

**Introductions**

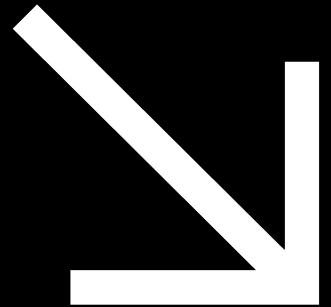
**History of Communication Design**

**The Design Process**

**Recap & Homework**

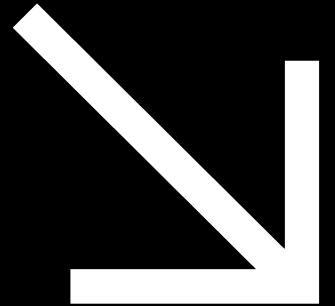
*Let's meet each other!*

# Introductions.



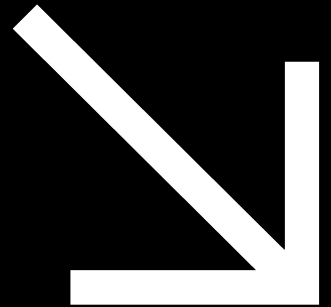
*Who are you?*

**What are your  
Expectations  
& Goals?**



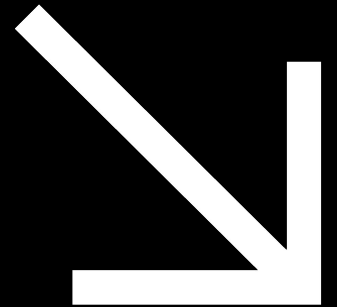
*Who are you?*

**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**

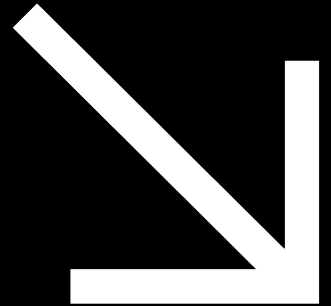
*Image-making*



# 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)*





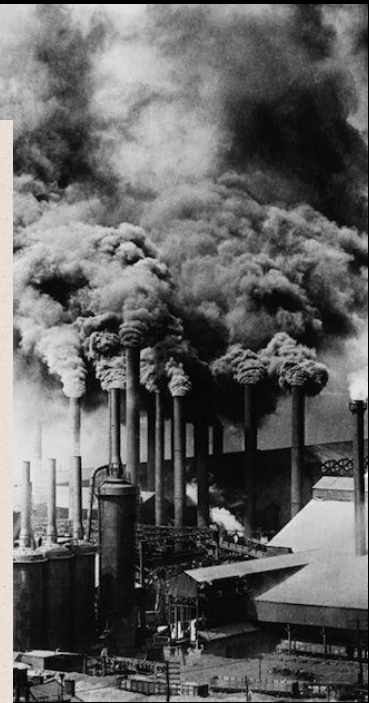
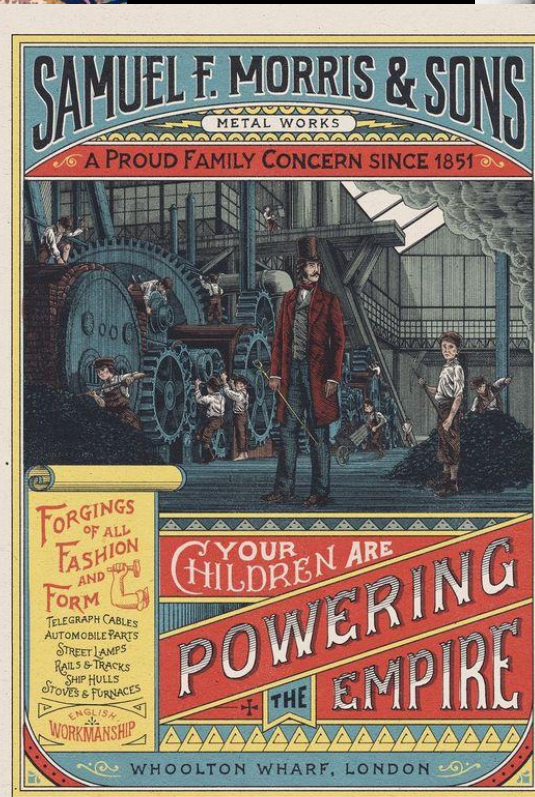
*Gutenberg's Printing Press  
(15th Century)*







*Industrial Revolution  
Arts & Crafts movement  
19th Century*







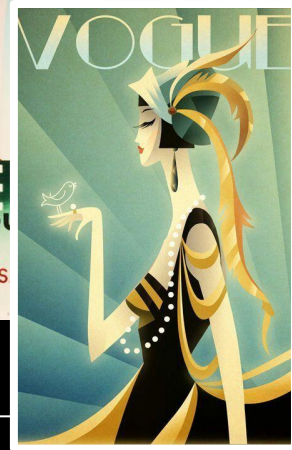
*Art Nouveau*  
*End of 19th Century*







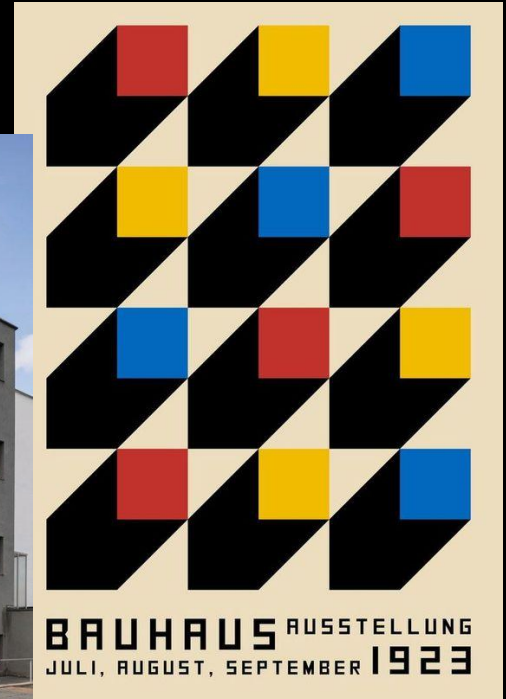
*Art Deco*  
*Beginning of 20th Century*





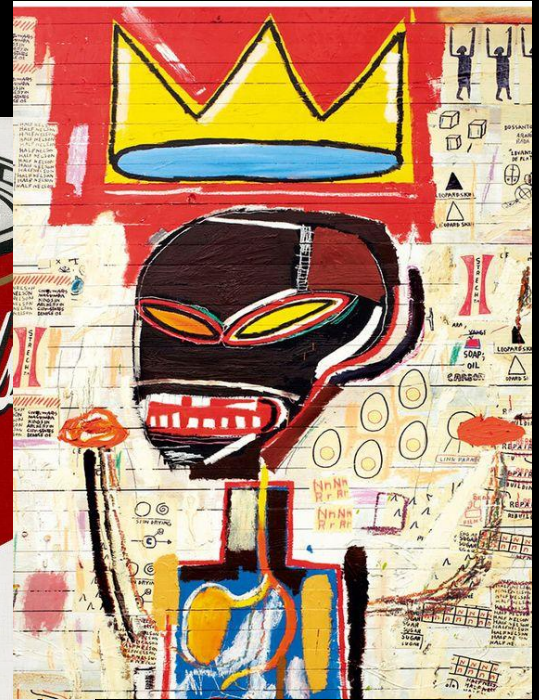


*Bauhaus Movement*  
1919-1933





*Pop Art!*  
*1950s-1980s*



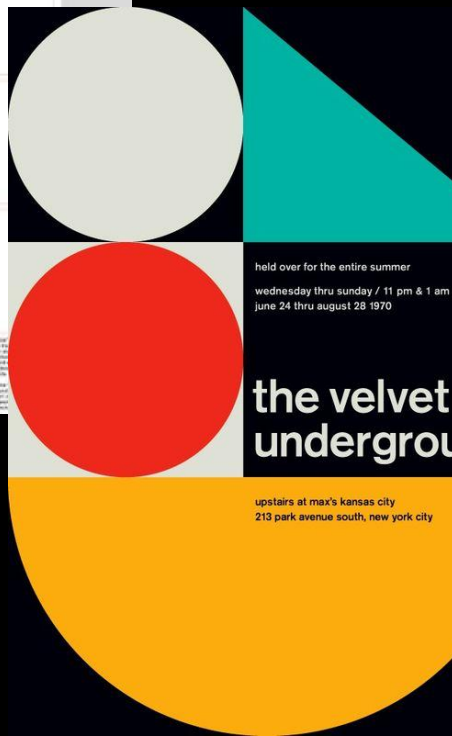
# Swiss Style

The International  
Typographic Style has  
had profound influence  
on graphic design.

# Swiss Style

The International  
Typographic Style has  
had profound influence  
on graphic design.

## Swiss Style 1960s



held over for the entire summer  
wednesday thru sunday / 11 pm & 1 am  
june 24 thru august 28 1970

## the velvet underground

upstairs at max's kansas city  
213 park avenue south, new york city

a3 poster

grid system  
297 × 420 mm

# typografie schweizer

posters during wartime were also used for propaganda purposes, persuasion, and education, such as the famous "we can do it" poster. The most famous wartime poster was the iconic "i want you" poster, which was designed by a woman to work in factories during world war ii. The iconic "i want you" poster was a product of a tradition of propaganda posters, some of which featured iconic representations of the great patriotic war.

during the democratic revolutions of 1989 in central and eastern europe the poster was a very important medium in the hand of the revolutionaries. These posters and hand-made political posters appeared on the streets and in the squares of all countries in progress, and around the world. The posters of the 1980s and 1990s were a very important part of the democratic struggle, an example of an influential political poster in the past. Barry, barack obama "hope" poster.

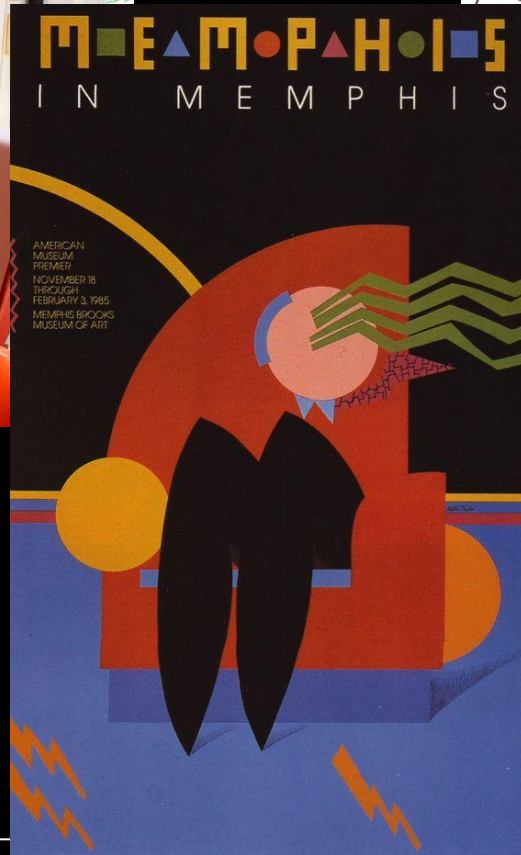
typografie schweizer

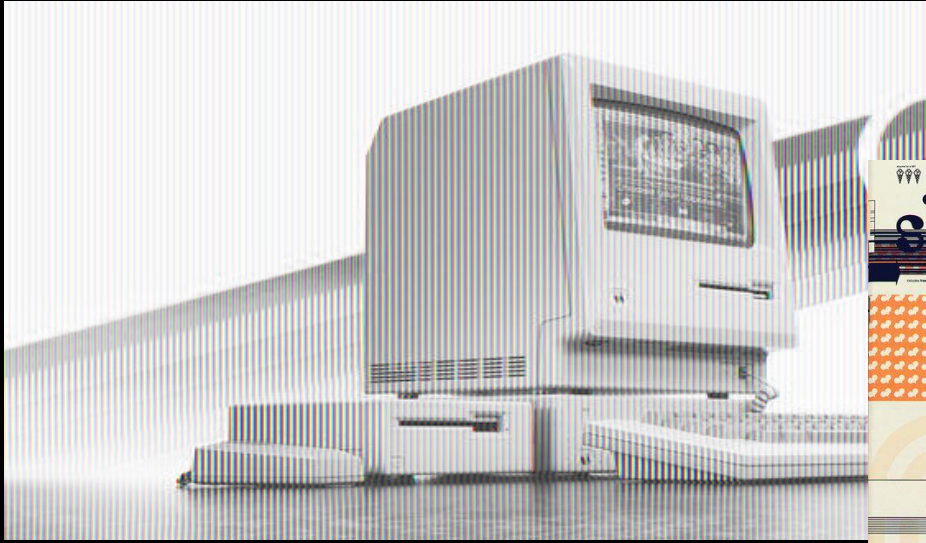
typografie schweizer





# *Memphis Group* *1980s*



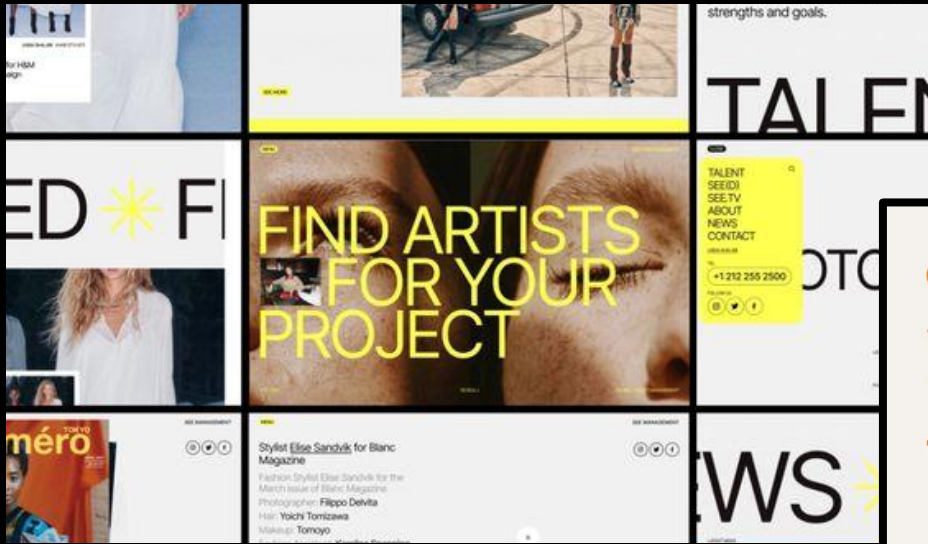


*Digital Revolution  
/ Digital Era  
1980s-1990s*









*Globalization  
and Cultural Exchange  
2000s-Today*

headspace

**We're (still)  
in this  
together.**

people

2 log in

Try it for free

Professionals  
1.2m

Projects done  
40k

**People who care about your growth**

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!**

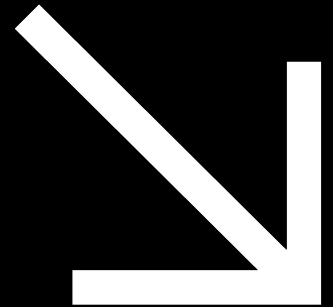
**READY?**

**!**

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**

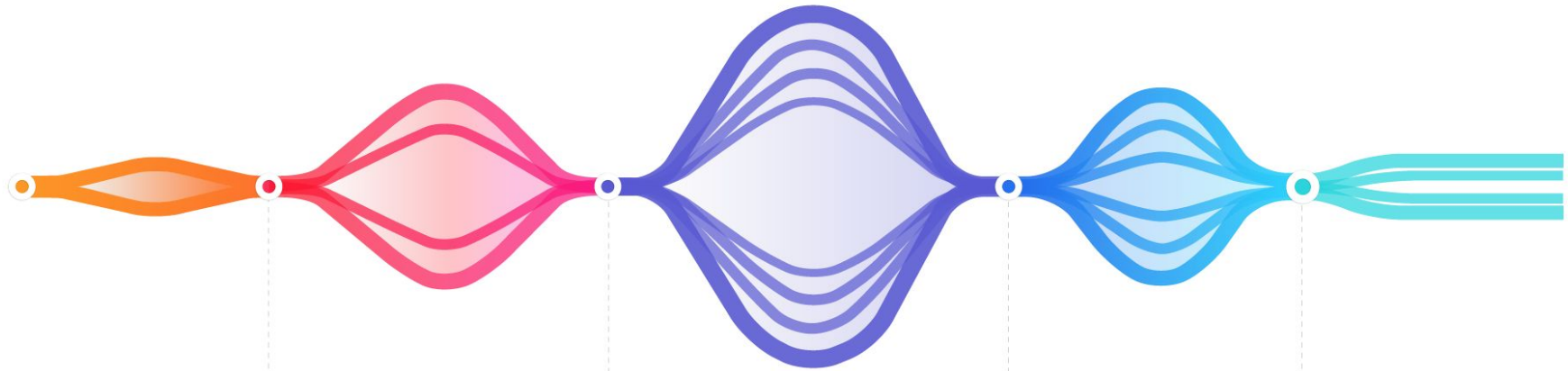
**4** **Prototyping & Wireframing**

**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 the 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

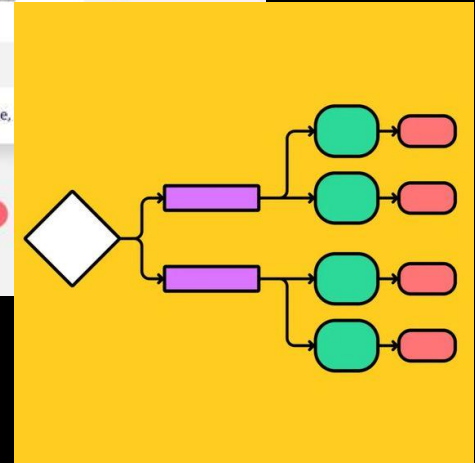
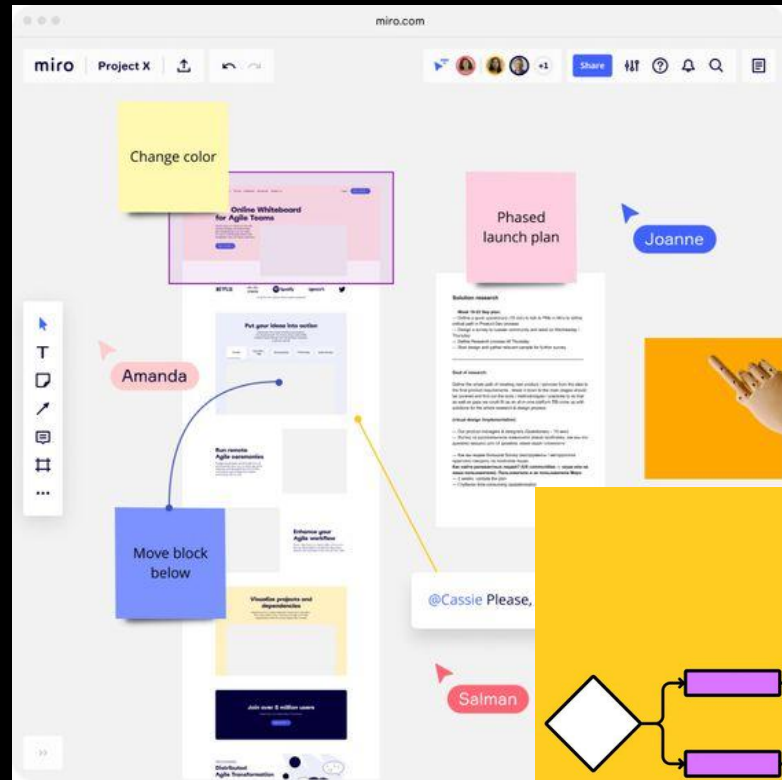
Meet feature goals and quality standards our users expect

### 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

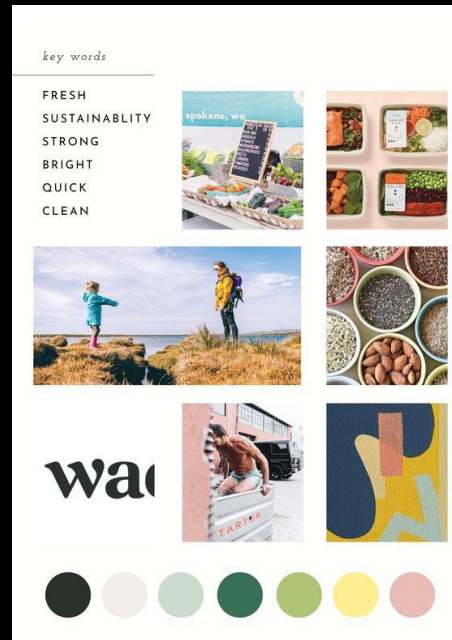


## Colors



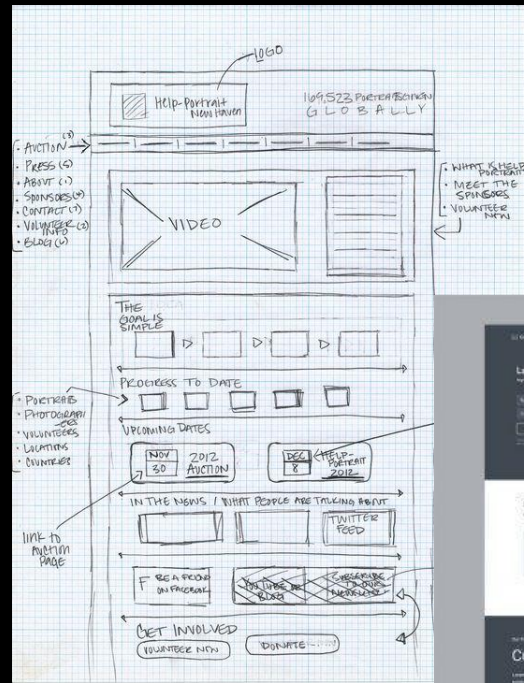
# Mood-board

\* Project values are important for this part!

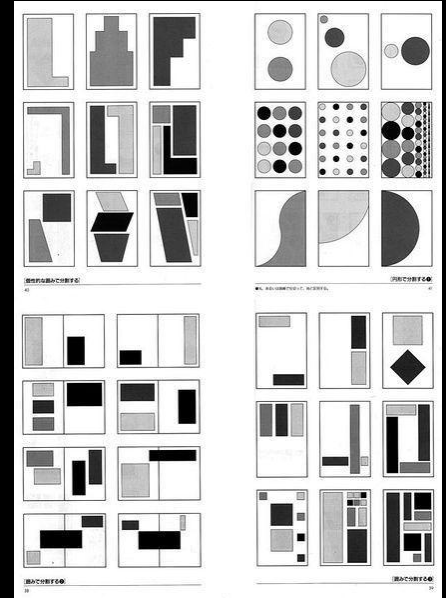


# Prototyping & Wireframing

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

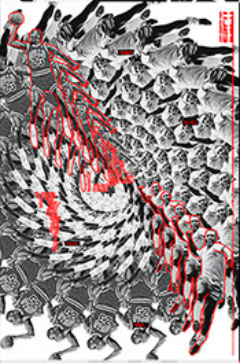


# Design Development



## 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

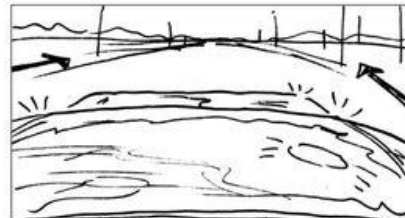
# Storyboard

*(Pre-Production)*

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



Shot 6



Shot 7



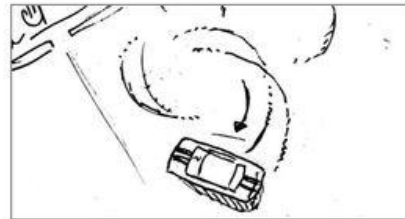
Shot 8



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

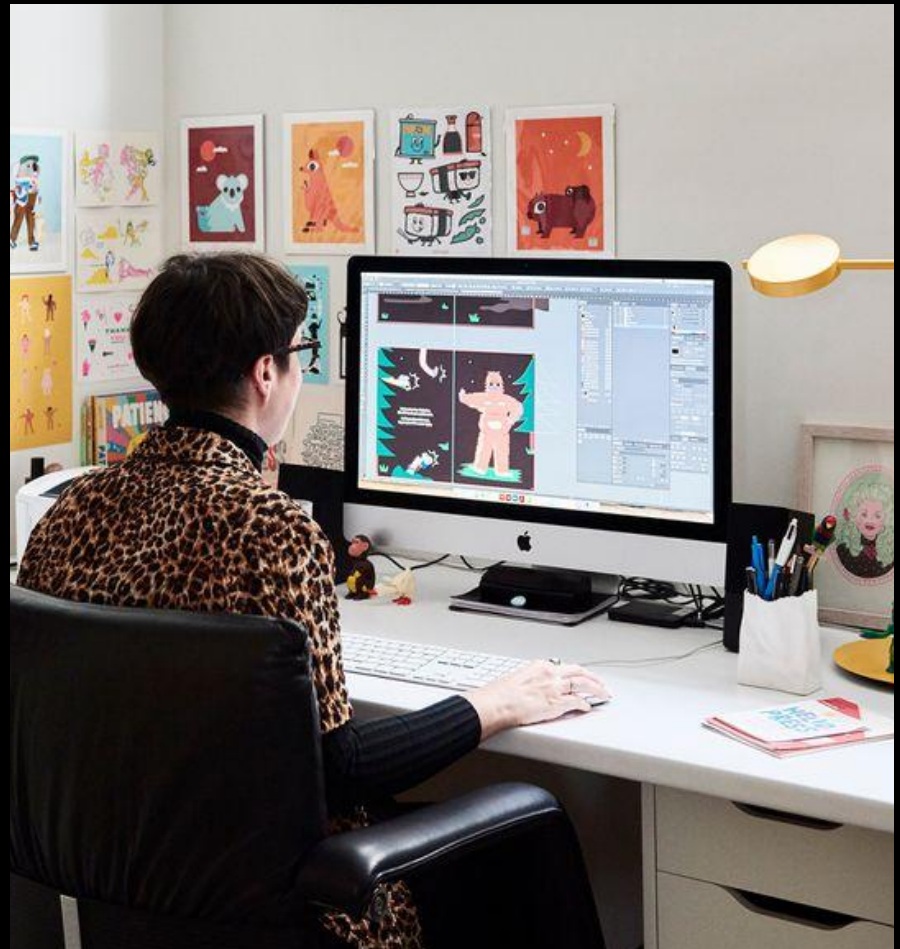
Titles, Graphics & Animations

5

Review and Feedback & Delivery

# Titles, Graphics & Animations

*(Post-Production)*



# Recap & Summary

**Layout &  
Composition**

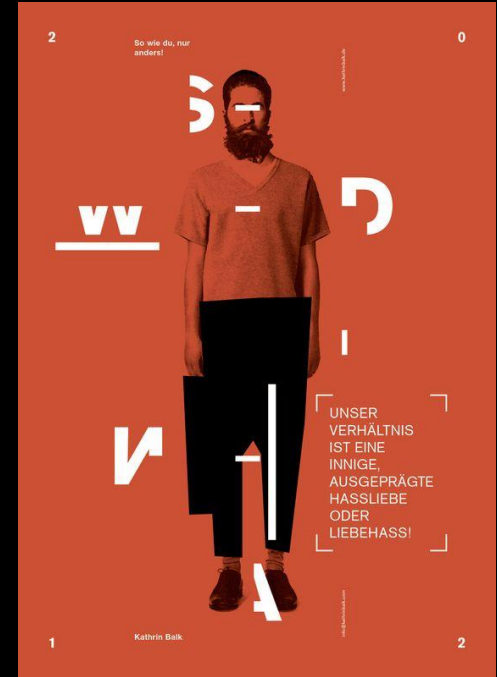
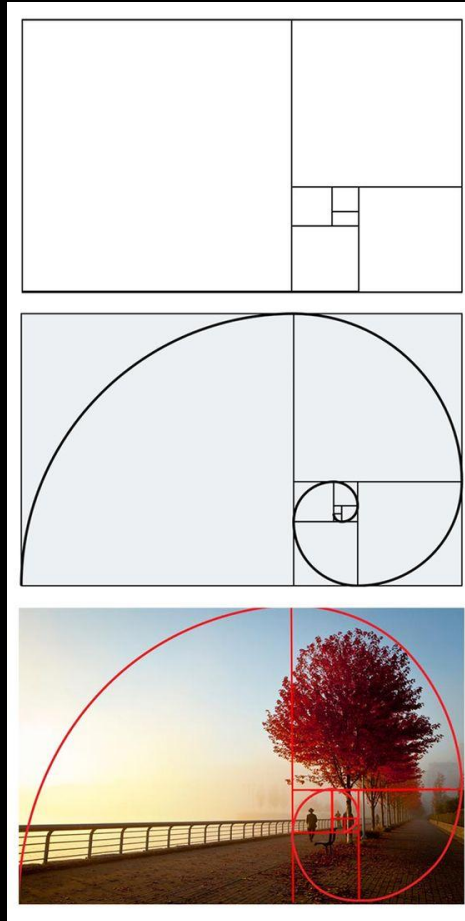
**TYPOGRAPHY**

**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  
TIGER THE CREATOR  
FLYING LOTUS  
JANELLE MONAR  
TUEST LOVE  
THE INTERNET  
LAURA MVELLA  
EXPOSITION PARK  
LOS ANGELES, CA  
34.0171° N, 118.2861° W

**07.15 - 18** 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 BRAGON  
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

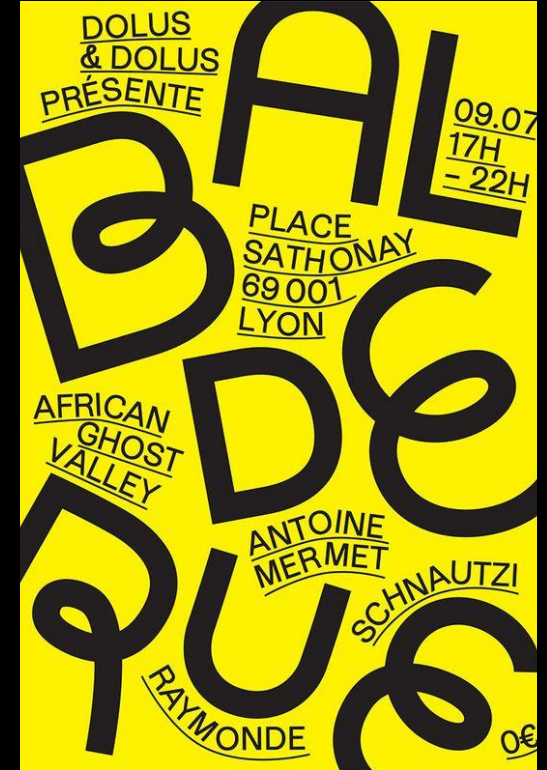


vs.





# Typography



Character Style

**Brutalist vs. Freestyle**



# Color

Emotions

Warm colors vs Cold colors



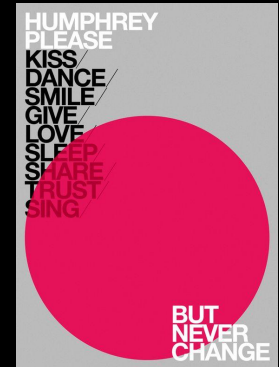
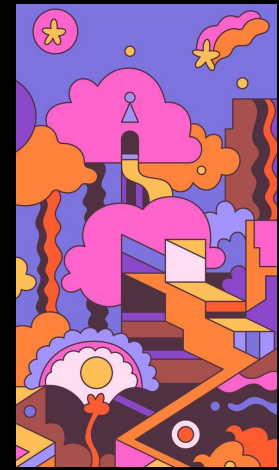


# Image-making



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

> How do we choose a style?



Can we send the wrong message?

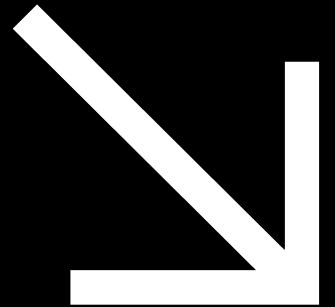


YES!



*Question:*

**Can Typography  
be a standalone  
image?**



Entrada  
Lluís  
Pedret06  
Girona

16 Març '19  
Yeah!  
IndieRock  
Club  
Girona

16

Ds16.  
03.  
19

Dj Vassnova

Viviana Casanova  
Indie Electronic  
Set

INTUITY

Henry Pearson Photography 2008

BIENNALE  
OFF —  
RENNES

OFF

INNOVATION  
SAM 10 SEPT 19H  
GALERIE MICA  
[WWW.BIENNALEOFF.FR](http://WWW.BIENNALEOFF.FR)

15  
SEP  
09  
DÈC  
20  
12

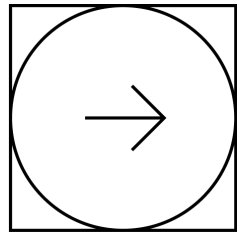
OMA GALERIE  
ESBAR  
GALERIE MICA  
GALERIE NATHALIE CLOUARD  
GALERIE NET PLUS  
GALERIE PICTURA  
LE BON ACCORD  
LE GRAND CIRQUE  
LE MONDIE TOUTAIN  
LE TRIANGLE  
LIBRE DES PENSÉES  
ONDIS A L'ENVERS  
PASSAGE 20  
SOLÉNOUS  
SUBSTRAT  
URANUM



Where do you find  
inspiration?

# Good Resources

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



# Color resources

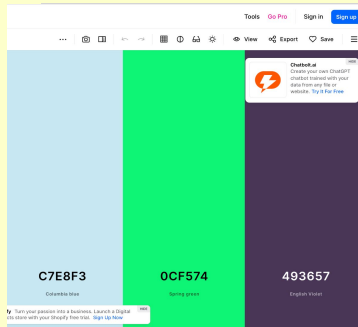
randoma11y.com



↳ Randoma11y



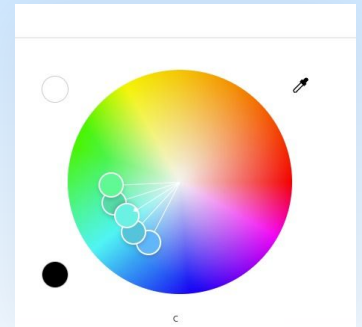
colors.co



↳ Colors



color.adobe.com



↳ Adobe color



# Typography resources

freefaces.gallery



FreeFaces



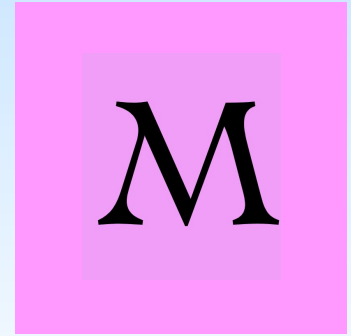
fonts.google.com



Google Fonts



velvetyne.fr



Velvetyne



# Imagery resources

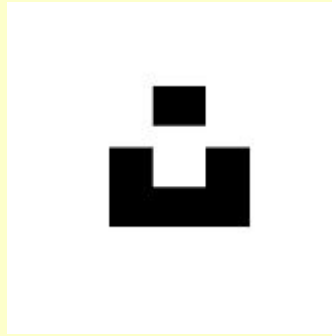
pexels.com



Pexels



unsplash.com



Unsplash



pixabay.com



Pixabay





# Inspiration resources

savee.it



Savee.it



siteinspire.com



Siteinspire



httpster.net



Httpster



Color

[randoma11y.com](http://randoma11y.com)

[colors.co](http://colors.co)

[color.adobe.com](http://color.adobe.com)

Typography

[freefaces.gallery](http://freefaces.gallery)

[fonts.google.com](http://fonts.google.com)

[velvetyne.fr](http://velvetyne.fr)

Imagery

[pexels.com](http://pexels.com)

[unsplash.com](http://unsplash.com)

[pixabay.com](http://pixabay.com)

Inspiration

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

[siteinspire.com](http://siteinspire.com)

[httpster.net](http://httpster.net)

Design Networks

[are.na](https://are.na)

[pinterest.com](https://pinterest.com)

[behance.com](https://behance.com)

[designspiration.com](https://designspiration.com)

[dribbble.com](https://dribbble.com)

[itsnicethat.com](https://itsnicethat.com)

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Web Design Inspiration

[savee.it](https://savee.it)

[siteinspire.com](https://siteinspire.com)

[httpster.net](https://httpster.net)

[awwwards.com](https://awwwards.com)

[admiretheweb.com](https://admiretheweb.com)

[cssdesignawards.com](https://cssdesignawards.com)

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

*Homework:*

# Observe

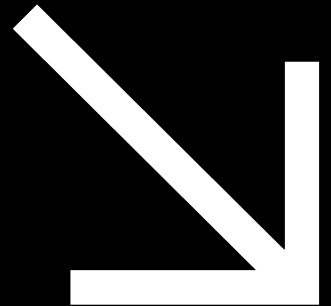
Find 3 digital design/media elements that you like from anywhere (web, real life, tv, social media, etc) could be a poster or a video or a logo or anything that draws your attention.

*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**

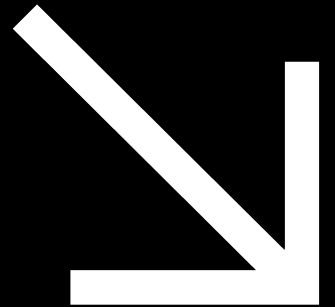
**RECORDING**

# Homework Review



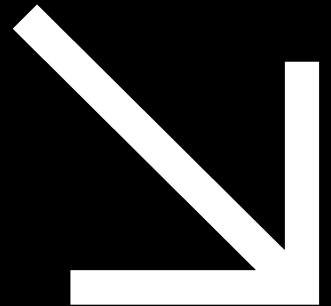
*Next Week:*

**Design Research,  
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# *Updates:*

- OpenLab course page
- Google sheets
- Miro Board
- Email: [yotamkellner@gmail.com](mailto:yotamkellner@gmail.com)



**ANY OTHER  
QUESTIONS?**



**THANK  
YOU!**

