

*Class #3*

# DIGITAL MEDIA FOUNDATIONS

*Class #3*

# DESIGN PRINCIPLES

/

# BITMAP VS. VECTOR

# FILE FORMATS

# Today's agenda

**(1) Design Principles**

**(2) Bitmap vs. Vector File Formats**

**Homework Reviews**

**Homework: Design Assignment - Poster  
Design (Sketches) + PS Demo Halftone (if we  
have time!!)**

*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 FEET, THEIR HEELS, SEEMINGLY ON THEIR ANKLES, INVARIABLY WITH RELENTLESS ABANDON."  
—*THE NEW YORK TIMES*

**"IT SLAMS DOWN RHYTHMS INTO YOUR HEART!"**  
—*THE NEW YORK TIMES*

**"A JOYOUS CELEBRATION: THE CAST IS SUPPER!"**  
—*THE NEW YORK TIMES*

**"A JOYOUS MEDITATION ON TAP, 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*

**"SAVION GLOVER IS RUMBA DANCING, ROD OF BRYT FUNK, PURE, AND ALIVE, IT VIBRATES!"**  
—*THE NEW YORK TIMES*

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

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

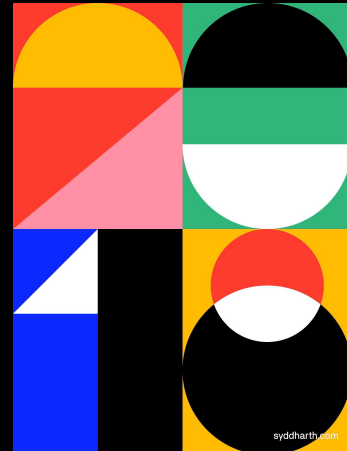
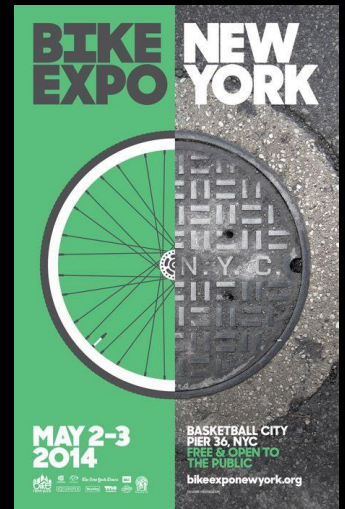
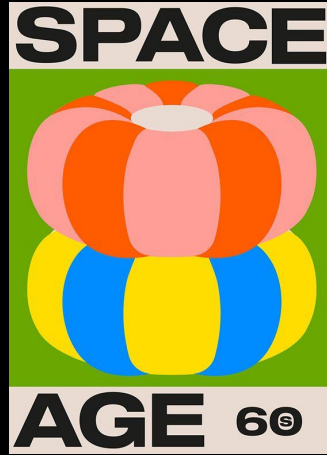
**"HEROIC!"**  
THE GENIUS OF GLOVER'S CHOREOGRAPHY IS EVIDENT IN EVERY MOVE AND GLOVER DID IN THEIR FABULOUS PERFORMANCES FROM THE EXPERIENCE EXTRACT THE PUBLIC AND THE PERFORMERS FROM THE DANCE COMES BY STALING TAP HAS CREATED WITH THE NEW YORK TIMES ARTICLES, THE...  
—*THE NEW YORK TIMES*

**"TELE-CHARGE"**  
CALL IN NY 212-239-6200  
IN NY/CT 212-239-6200  
OUTSIDE NY METRO AREA 800-432-7250

**THE AMBASSADOR THEATRE**  
219 WEST 49TH STREET  
BEGINS APRIL 9TH



*Symmetrical*



# Asymmetrical

strel-ka 501 day after-party 19.05 13:00

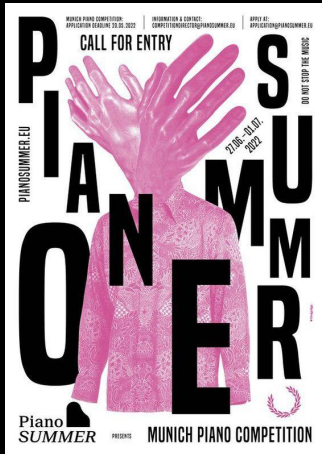


Levi's

alxndr london (uk, live)

misha gannushkin digi-don

PIANO SUMMER



CALL FOR ENTRY

PIANO SUMMER EU

PIANO SUMMER

MUNICH PIANO COMPETITION

PUBLIC.

CREATED BY Michael John LaChiusa

# FIRST DAUGHTER

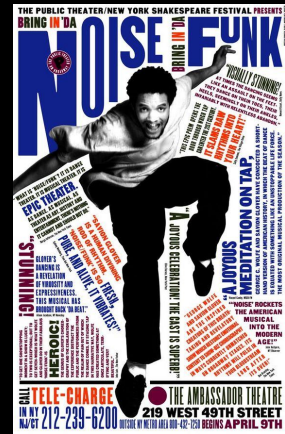
OCT 6 - NOV 15

DIRECTED BY Kirsten Sanderson

31/01 OPEN DAG

KONINKLIJKE ACADEMIE VAN BEELDENDE KUNSTEN DEN HAAG

BRING IN DA NOISE



THE PUBLIC THEATER / NEW YORK SHAKESPEARE FESTIVAL PRESENTS

SHINOWITS, ELNETZ'S ROCKETS, A JOURNALS, MEDITATION ON TAP, HEROIC!

THE AMBASSADOR THEATRE

219 WEST 49TH STREET

# 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 architects, designers, and advocates for sustainable energy. The project is a collaboration between Her House Institute and the Solar Movement, and is a testament to the power of solar energy in creating a sustainable future.

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

Notes on Creativity is a series of talks and events featuring leading voices in design and architecture. The series is presented by interbrand and the Drawing Center, and is a testament to the power of creativity in shaping the future of design and architecture.

# 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 Pissinatti  
08:40 - Cocktail, Live Music Gallery

Summer Architectural Structures  
www.sas.gubler.com

edg ind

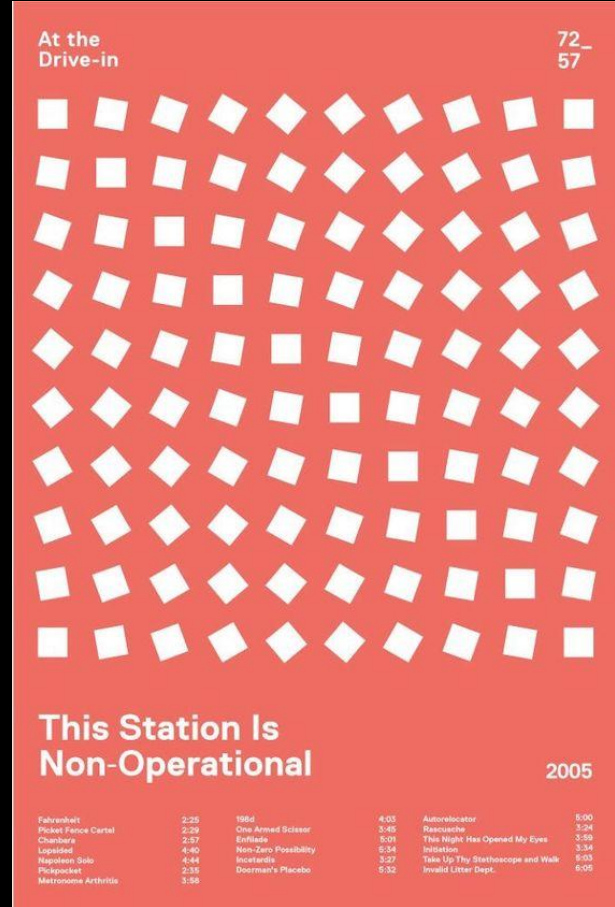
The Grid  
System

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**

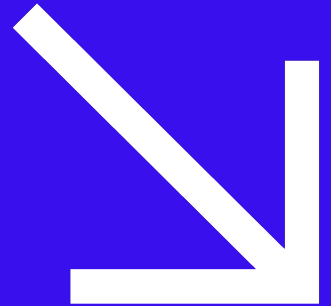
**8** **Finalization**

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

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

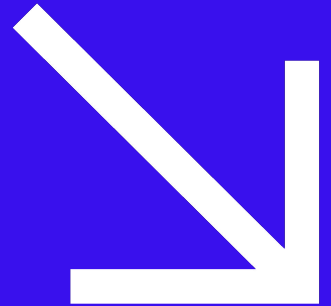
*Part 2*

# Bitmap vs. Vector File Formats

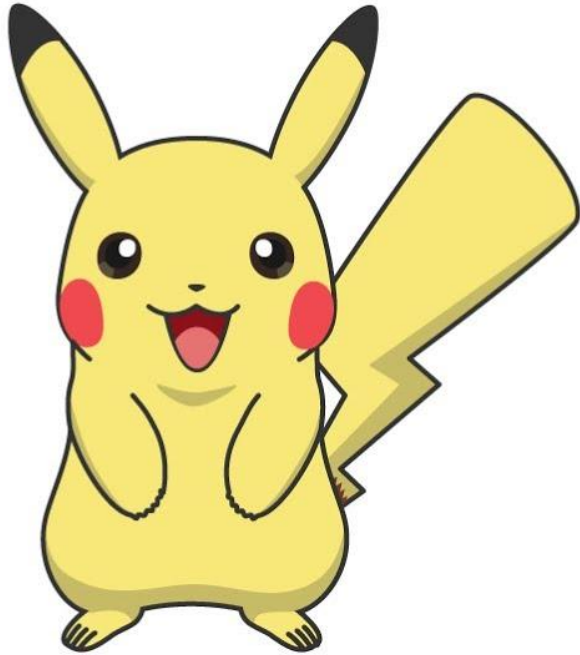


*Question:*

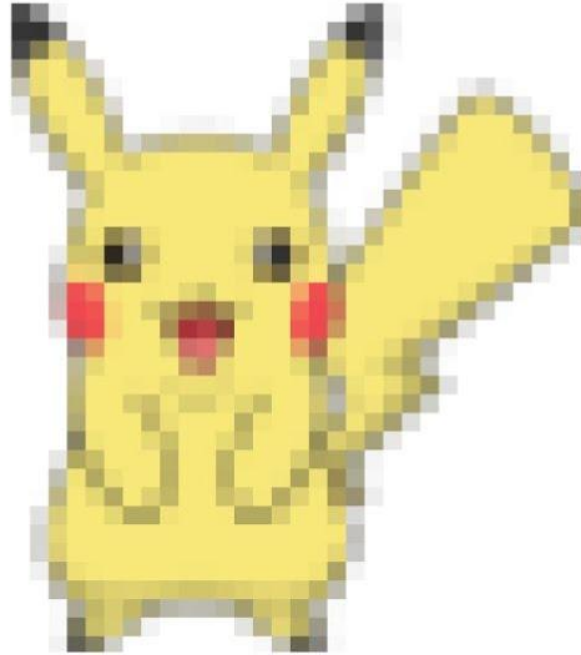
**What do you know  
about Bitmap &  
Vector?**



***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



*Part 3*


# Photoshop Demo

## Halftone Pattern Filter



UNDER THE DIRECTION OF ANOTHER PLANET ENTERTAINMENT

# LIVE AT THE GREEK



**FRYKAH RADIU**  
**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 **LIFEAQUATIC** WITH STEVE ZISSOU

STARRING **BILL MURRAY** AS STEVE ZISSOU

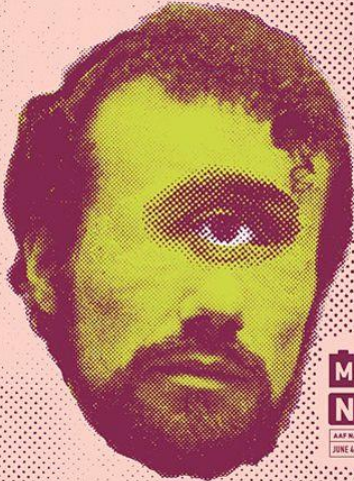
**OWEN WILSON** HIS SON NED CATE

A FILM BY **JESSE ANDERSON**

FEATURING MUSIC BY **DAV BOWIE & JORGE**

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** Ryan Mou  
+ support  
Queens Rd  
Social Club  
June 30  
£5 / £4




**AID THE WOUNDED**

red army day feb. 23



The Demographic Frustrations/Powerlessness/Insecurity/Unemployment

August 10  
Flywheel  
\$7/8pm  
All ages



'We begin bombing in five minutes'

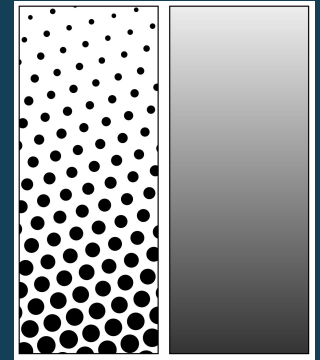
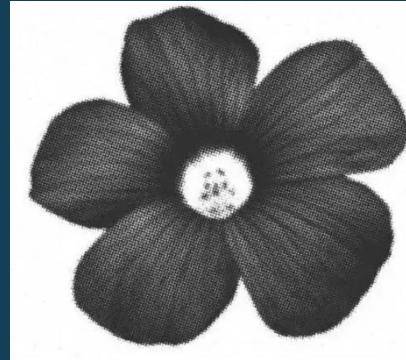
# Halftone Pattern

## Where did it start?

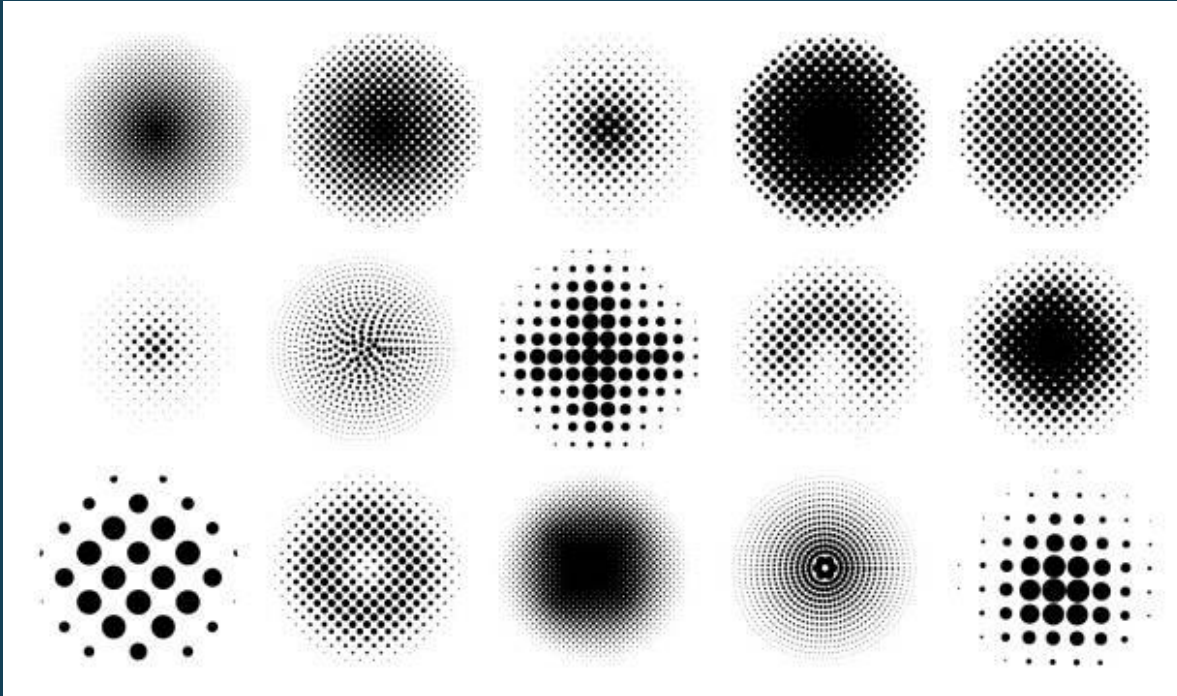


# Halftone Pattern

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



# Homework Review



*Last week's Homework:*

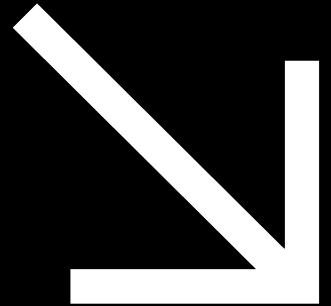
# Research

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:*

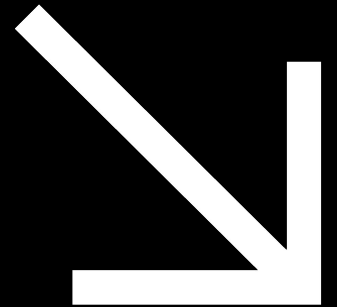
- 1. Choose the event you want to work on - and explain why?**
- 2. Create a market/competitors research**
- 3. Create a mood board and an inspiration board**
- 4. Recommended: USE MIRO BOARD OR FIGJAM (by figma)**

*Present next class for feedback*





# Your Homework for next week!



*Homework:*

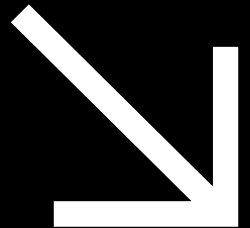
# Sketch your poster!

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:*

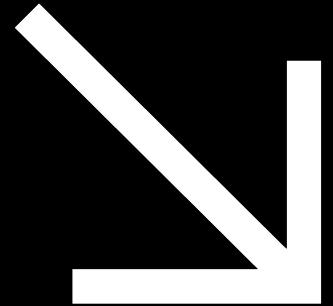
1. **The event you are focusing on**
2. **Start sketch out your poster - roughly with pencil on paper or digitally**
3. **Refine your mood-boards!**
4. **Watch video from next slide**

[Present next class for feedback](#)



*Homework:*

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



Wait, we are  
**not** done yet!



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

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

**3** **Concept Development**

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

**5** **Design Development**

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

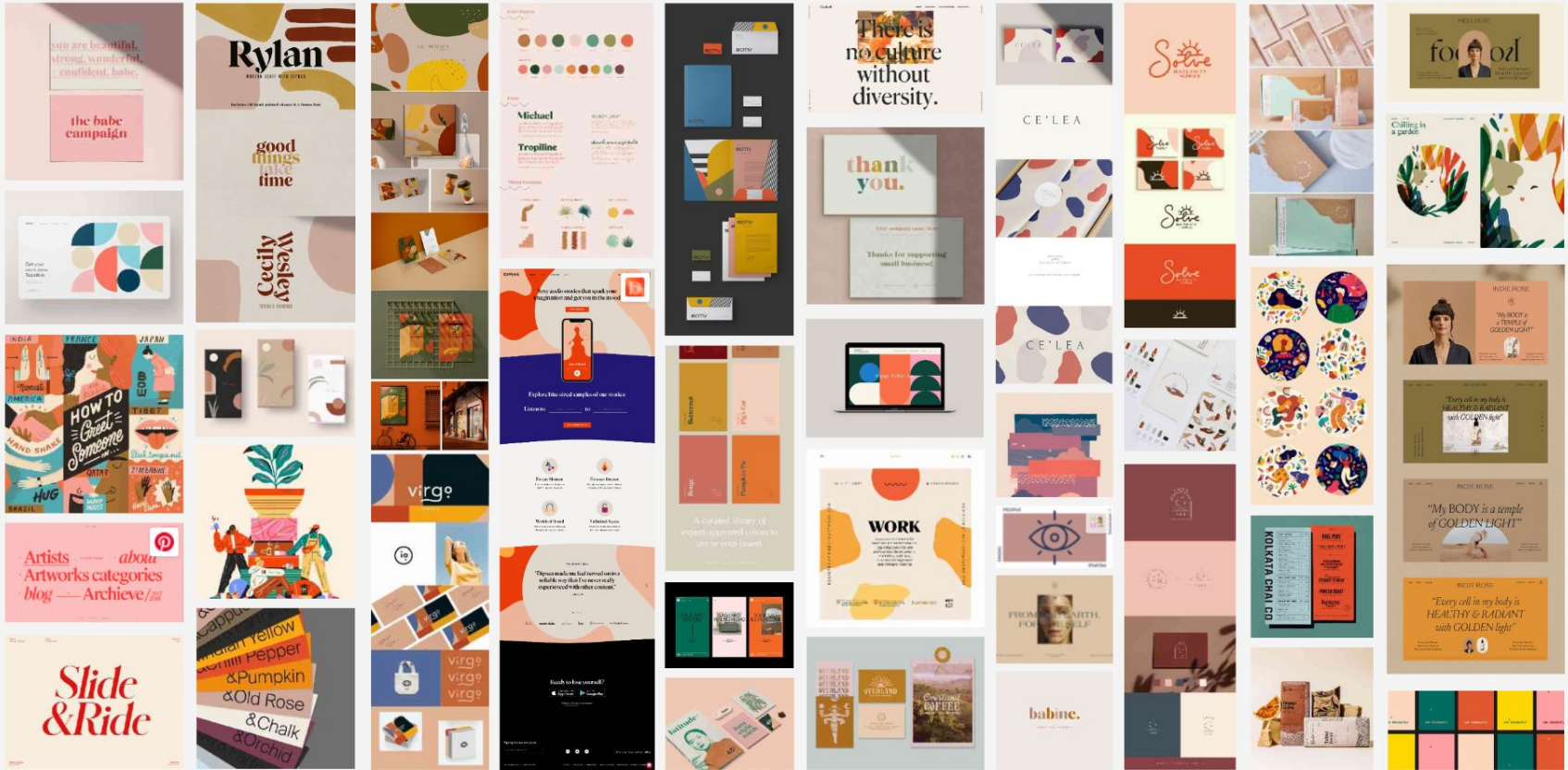
**7** **Refinement**

**8** **Finalization**

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

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

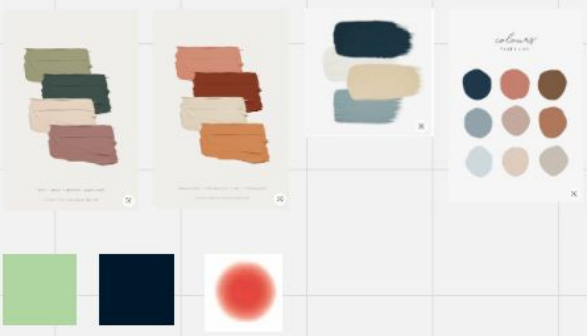
# LOOK AND FEEL — Vibrant and cheerful, warm and supportive.



### General Look and Feel



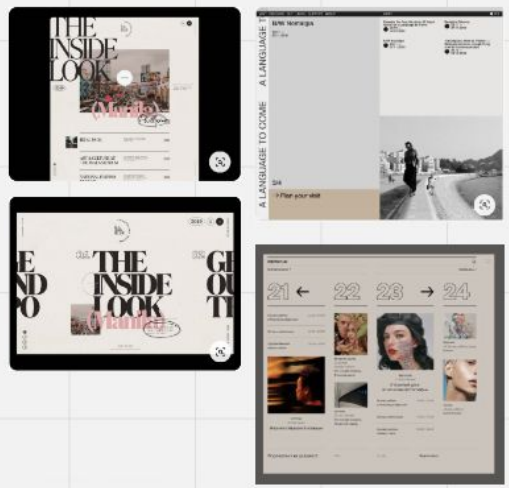
### color palette - needs artintouch's red



### Typeface : slab



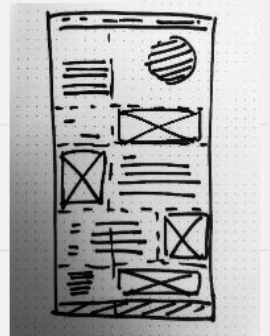
### Typographic



### 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  
SIKONS FOUNDATION  
THE PAN ALLEY  
NYC X DESIGN

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

**POSTER HOUSE**

SAFETY CAMPAIGN

자전거 안전

자전거 안전입니다

자전거전용

© 2011 ALL RIGHTS RESERVED. DESIGN: YOUNGKANG KIM. PHOTOGRAPHY: ANDREW WATSON. PHOTOGRAPHY: ANDREW WATSON. PHOTOGRAPHY: ANDREW WATSON.

NEW YORK CITY DEPARTMENT OF TRANSPORTATION  
NEW YORK CITY DEPARTMENT OF TRANSPORTATION  
NEW YORK CITY DEPARTMENT OF TRANSPORTATION

SAFETY CAMPAIGN

자전거 안전

자전거 안전입니다

자전거전용

City of New York  
Department of Transportation  
South Korea



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



2021 8月増刊

# うさぎ東風

正義の味方 うさぎ美の行動

速報 紅蘿蔔的最終決定

look at here

注目

うさぎ味又スーパーマンの誕生

原作 | 億拉絲

3 600円 有効期限

小红书 東莞

小红书号: 921155

BE THE

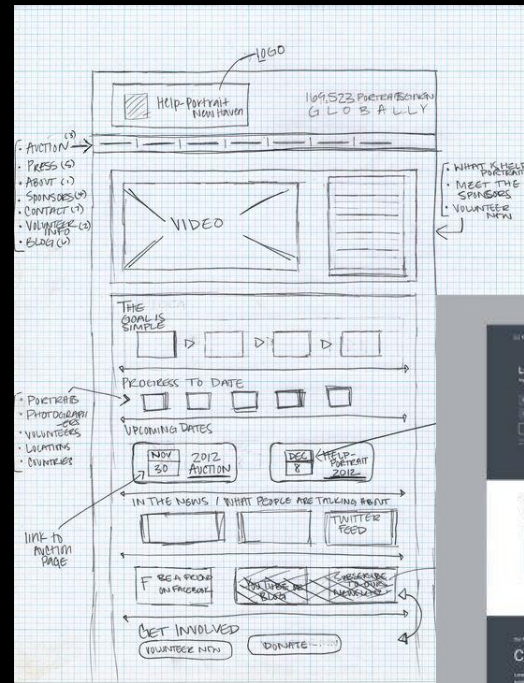
# CHANGE

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

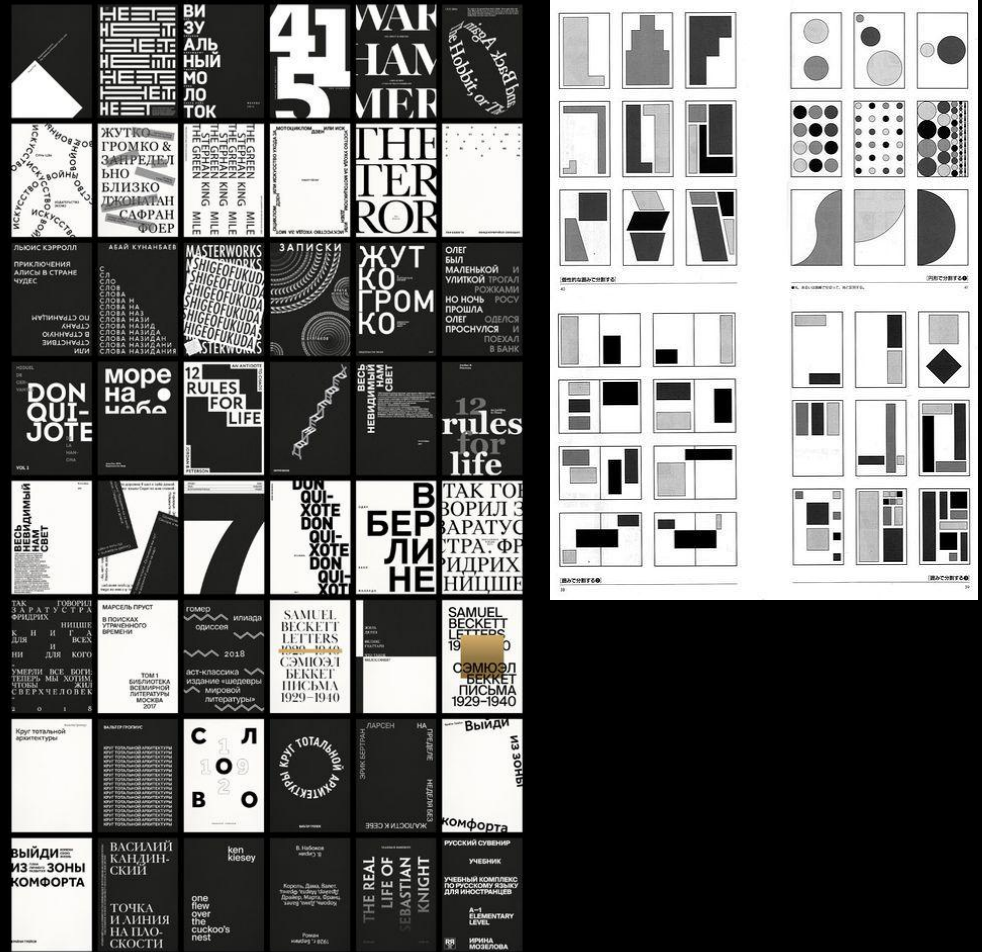
**Try as many as you can!  
+ this is your chance to  
learn something new  
and get out of your  
comfort zone!**

# Prototyping & Wireframing

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

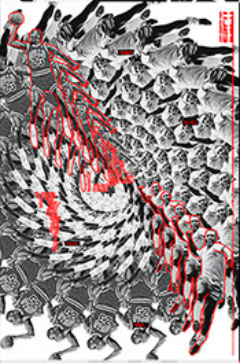


# Design Development



Iterations & Options

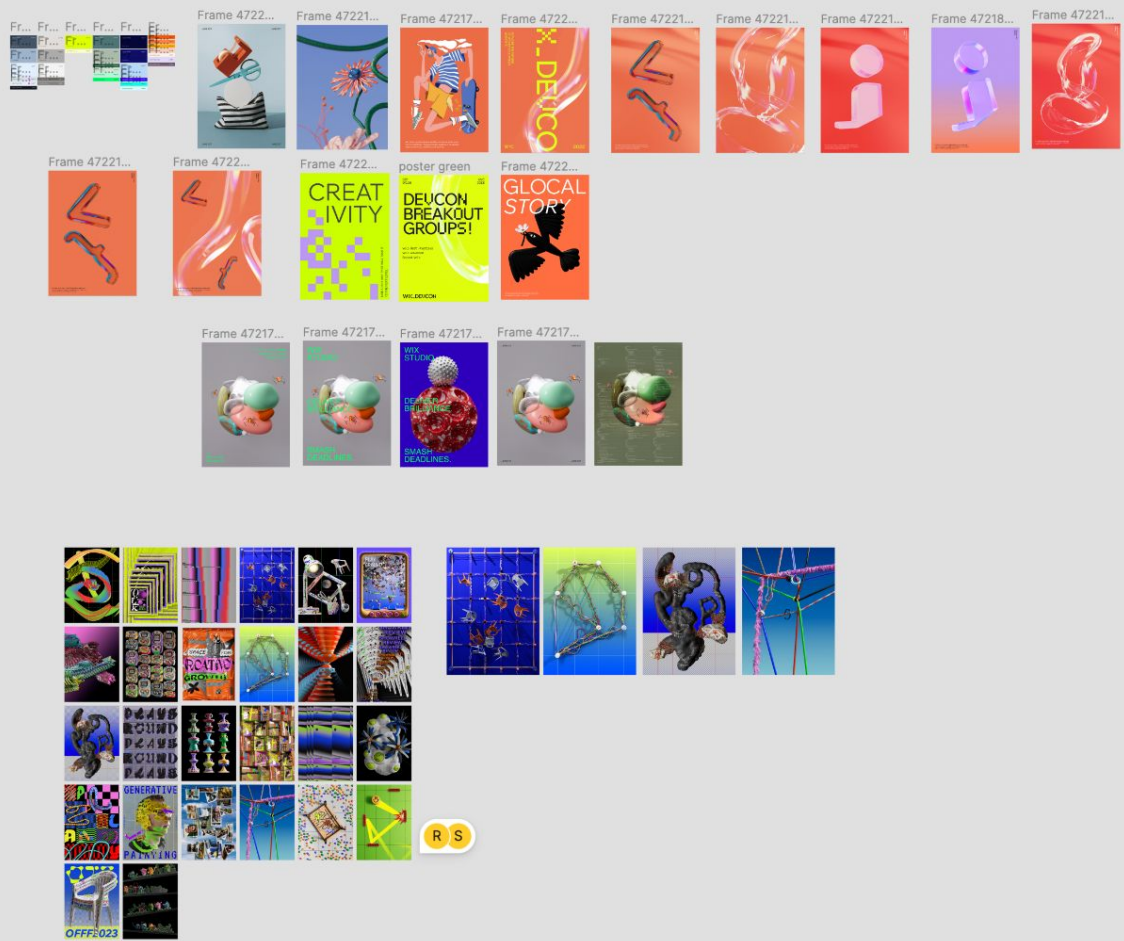




Layers Assets Poster

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 +



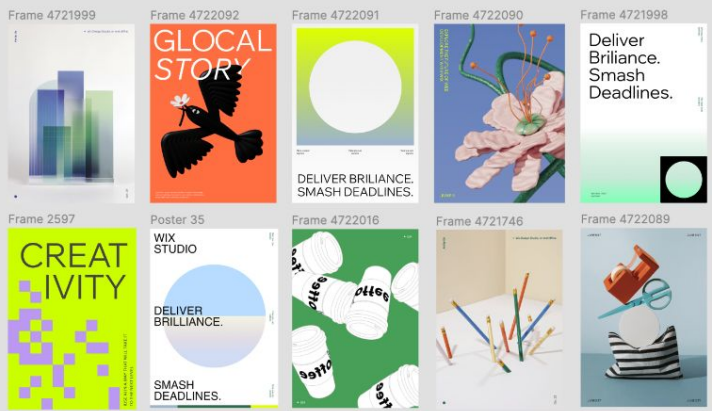
Layers Assets Poster

Pages

- Stickers
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- FINAL DESIGN
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FINAL VERSION

- Rectangle 8717
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Design Prototype

Page

E0E0E0 100%

Local variables

Local styles

Export



Layers Assets Poster

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PRESENTATION

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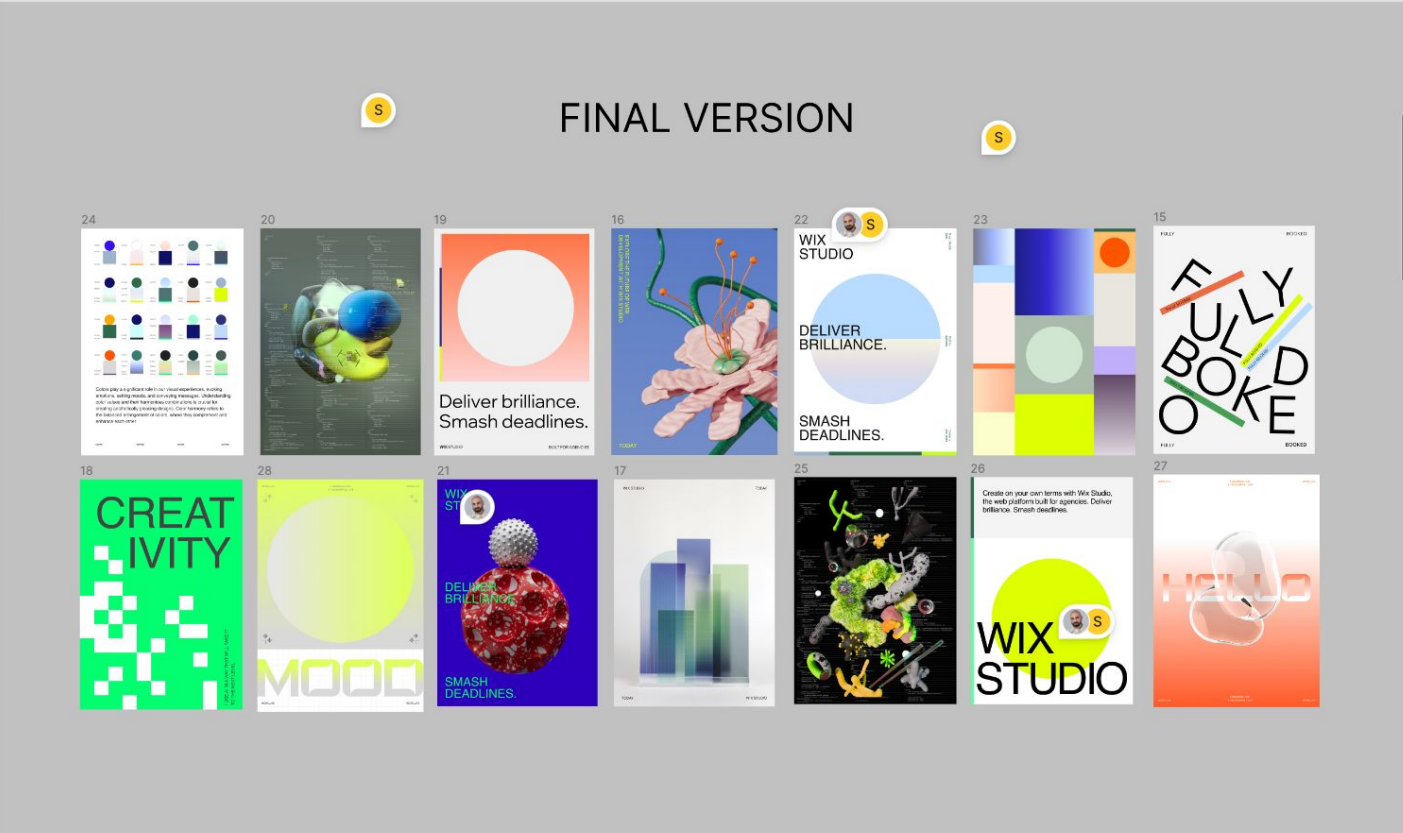
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- Rectangle 8705
- Rectangle 8707
- Rectangle 8716
- Rectangle 8704
- Rectangle 8706
- Rectangle 8703

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.**

*Field Trip:*

**October 30th (TBD)**

**9:30 am @Cotton**

**Design in Manhattan**

291 Broadway Suite 702, NYC

PROCRUSTIAN



**ANY  
QUESTIONS?**





**THANK  
YOU!**

