

# Design 320 Electronic Media for the Designer

3 Credit Hours

Department of Industrial, Interior and Visual Communication Design

**Course Details**  
Instructor: Lane Kuhlman  
Quarter: Spring 2007  
Time: 2:30 – 4:00

**Instructor Contact**  
Office: Hopkins Graduate Design Lab, 3<sup>rd</sup> Floor  
Office Hours: by appointment  
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**Objective**  
Electronic media has become an integral part of design production and authoring. This course is structured to teach production fundamentals of electronic media for print, web and presentation applications using electronic media tools most demanded by professional design practice. Students will develop a base-level functional competence using these industry relevant programs to prepare graphics and other media for a range of design and communication applications.

**Context**  
This course is structured to provide experience in the creation of content for print media and electronic media. Students will learn the fundamentals of Adobe PhotoShop, InDesign and Illustrator, Acrobat, and Quicktime. Engaging assignments will facilitate the student's understanding by exploring the functionality of these programs and their applications to real-world design problems. Students will learn properties and characteristics of graphics, image compression and representation and how to properly obtain and manipulate images and prepare images, type and other electronic media for use in design applications, such as electronic documents, printed brochures, web materials, annual reports, signage and wayfinding, product packaging, interior specification documents, project reports, portfolios, etc.. Through exposure, students will learn which programs are most appropriate for which type of design application.

**Format**  
This is a progress-oriented course that requires active student participation. The class will meet 2 days per week for approximately 1.5 hours each day. Class sessions will be comprised of lectures, demonstrations, tutorials, and assignments. An equal balance between theory and application is expected. Students will be expected to utilize the lab facilities to conduct their project exercises.

**Learning Outcomes**  
Students will learn basic technological components of electronic media, including file, image and other media formats, vector versus bitmap images, image correction and enhancement, integration of media, and design production preparation. Students will discover techniques for creating paths, layers, and masks and working with various color palettes. They will gain experience with tools related to the creation and communication for print and web environments. Student will also learn how these tools integrate with each other.

**Course Content** Overview of design media requirements and strategies for web and print environments  
Basic media software interface and interactivity concepts  
The role of imagery, typography, sound and other media in design applications  
Introduction to screen and page layout, design, and organization  
Print and web terminology and technology  
Issues of color and style and manipulation techniques  
Issues of type and style and manipulation techniques  
Image scanning, importing, storage, manipulation and exporting  
Basic sound and video issues and management approaches  
Computer typography and screen legibility  
Design production guidelines and methodologies  
Use of software tools and techniques  
Media output and dissemination approaches

**Texts Required:** Botello, Chris and Elizabeth Reding, *Adobe InDesign CS2, Photoshop CS2, and Illustrator CS2 Revealed*, Thomson Publishing, (ISBN 1-4188-3970-1)  
**Required:** Quicktime 7 User's Guide, Apple Computer (Provided on Carmen)

**Recommended:** Alspach, Jennifer. *Adobe Acrobat 7 for Windows and Macintosh (Visual Quickstart Guide)*, Peachpit Press (ISBN 0-3213-0331-8)  
Miscellaneous reading, web links and other documents will be provided through Carmen

**Note:** OSU Libraries has a subscription to Safari Books Online. Many graphic design books are available in full text format from that site.

<http://proquest.safaribooksonline.com:80/>

**Requirements** The following are expected of all students in the course:

- Attendance is mandatory. Any unexcused absences may result in a lowering of your grade. Contact the instructor if you will be late or absent (contact information is found above).
- Students will be expected to come to class prepared, work diligently, and do their absolute best in all projects and presentations.
- Class participation in critiques and final presentations is essential
- All work must be completed by the scheduled due date

Students should have a working knowledge of the computer. The course will be taught using the Macintosh, but all software has similar interfaces on a Windows computer. All homework will be graded using the Mac, so testing on this platform is essential. The course will be managed with Carmen and all homework will be submitted using the Carmen dropbox unless otherwise instructed. Students must access Carmen on a regular basis since all course news and assignments will be communicated in this way.

**Teaching Methods**

Lectures/Demonstrations: Important material from the text and outside sources will be covered in class. You should plan to take careful notes as not all material can be found in the texts or readings. Discussion is encouraged as is sharing of student-procured, outside material relevant to topics being covered.

Assignments: Concepts Reviews, Skills Reviews, Independent Challenges and other projects and readings will be periodically assigned to help support and supplement material found in the lessons. These assignments may require the application of various software techniques and tools.

Quizzes: Occasional scheduled or unscheduled quizzes will be given to help ensure you stay up with assigned material.

**Grading**

The course will be graded as follows. The standard University schedule will be applied when assigning letter grades for the course.

Attendance	20%
Blog Assignments	10%
Out of Class Work	20%
Midterm exam	20%
Project Proposal	10%
Final Project	20%

**Attendance**

Your attendance during each class will represent 1% of your grade, however, information covered within each class will dramatically effect your performance on assignments and the midterm exam. A lot of material is covered in each class and you should avoid missing a class if at all possible.

**Blog**

Blog Assignments will make up 10% of your final grade. These will include your response to 3 questions related to your final project's development. On the class weblog students will be asked to document specific tips and tricks they have learned throughout the class that relate to their specific interests. They will also be asked to search the web for information related to specific techniques discussed by online user groups, resources and organizations. In addition you will be asked to post 4 critical responses to ideas proposed by you class mates. All these assignments are due by the midterm (April 26).

**Out of Class**

Each week you will receive out of class assignments designed to encourage practice and practical application of the techniques used in class. All assignments prior to midterm will be due on April 26<sup>th</sup>. All assignments after the midterm will be due the week of finals.

**Midterm**

Your midterm will consist of an in class exam. During the exam you will be given digital images and ask to manipulate them using Photoshop techniques discussed in class. No help will be given with regards to how to perform these tasks. It is expected that each person will

have by this point come to the instructor for help on subjects where they need clarity. Basic information from out of class reading assignments may also be included on this exam.

**Proposal** A proposal for the final project will be due on May 1<sup>st</sup>. In the proposal will consist of a written description of the project to be complete for the final, an inventory list of all the evolutionary stages you will go through before completing the assignment, and a timeline of the project's stages of development that leaves room for trouble shooting in the last week if necessary. The final project must be presented to the class May 31<sup>st</sup> in order to receive a passing grade on the assignment (unless an extreme situation occurs that prevents you from coming in which case you need to provide some kind of written varification).

**Project** Development of Final Project Ideas: During the first half of the semester students will be asked to express their ideas and interests related to electronic media & design online at the class blogspace. They will also be asked to gather and share inspiring sources of digital media, discuss the techniques used to create them, and critique strategies and techniques used in the development of electronic media.

Final Project Proposal: Each student will be asked to utilize the specific tool sets discussed in class by relating them to their area of interest and incorporating them into their final project. Prior to the creation of the final project each student will create an outline of a proposed final project concept that is approved by the instructor.

Final Presentation: Each student will be asked to present their completed final assignment and discuss the techniques used in its creation. They will be asked to discuss why each specific technique was used and the insights they gained during the project's creation.

**Special needs** If you need accommodation based on the impact of a disability you should contact the Office for Disability Services for assistance in verifying the need for accommodation and developing accommodation strategies. You are encouraged to contact them directly at 614-292-6207, 292-0901TDD or email: [ada-osu@osu.edu](mailto:ada-osu@osu.edu) and notify the instructor.

**Academic Misconduct** Academic Misconduct is defined as “any activity which tends to compromise the academic integrity of the institution, or subvert the educational process.” Please refer to rule 3335-31-02 in the student code of conduct for examples of academic misconduct. Any cases of academic misconduct will be referred to the Committee on Academic Misconduct (see <http://oaa.osu.edu/coam/home.html>)

**Escorts** Escort services for evening courses are available by calling 292-3322



## Course Schedule

Week	Lecture	Topic	Content
1	1	OV	Syllabus review; Lab organization; Carmen structure; Mac vs Windows; Design Software; Creative Suite 2; Bridge; VersionCue video; Image formats
	2	PS	Workspaces; Canvas; Tools; Palettes; Context menus; Create/Open/Save; Help; View; Zoom; Navigation; Selections; Image storage/compression; Preferences
2	1	PS	Layers; Layer Palette; History Palette; Snapshots; Tool presets; Layer masks Flattening
	2	PS	Guides; Image size; Transforms; Crop; Printing; Output to web; Dithering; Basic filters
3	1	PS	Adjustment layers; Histograms; tonal correction; levels and curves
	2	PS	Colors; color correction; Channels; Color picker, swatches; Image repair; Healing brush; Stamp; Guides and grids
4	1	PS	Scanning; Sharpening
	2	IL	Workspace; Art board; Palettes; Shape creation; Grouping; Rulers; Guides; Smart guides; Palettes; Paths
5	1	IL	Stroke/Fill; Swatches; Gradients; Color (process, spot); Advanced Paths; Transform; Pathfinder
	2	<b>EXAM</b>	
6	1	IL	Text/type; Layers; Placing images; Template layers; Clipping masks
	2	IL	Printing; proofing; separations; traps
7	1	ID	Workspace; Pasteboard; Frames; Text - linking, flowing, threading
	2	ID	Typography; Graphics; Select/Direct select
8	1	ID	Output; transparency; Smart objects in CS2
	2	AC	PDFs; Reader vs Pro; Workspace; Creating; Postscript; Distiller; Editing; Printers marks
9	1	AC	Embedded fonts; Forms; Watermarks; Security; Commenting; Presentations; Preflight

	2	QT	Player vs Pro; Workspace; Movie Properties; Tracks
10	1		Memorial Day - no classes
	2	QT	Annotation; Trimming; Combining; adding tracks
<b>Finals</b>			<b>Final Project Presentations</b>