

USC Iovine and Young Academy

Arts, Technology and the Business of Innovation

ACAD 177: Digital Toolbox for Design

Units: 2

Day-Time: TR 12:00pm - 1:50pm

Location: LVL 13

Instructor: Aaron Siegel

Office: The Garage

Office Hours: TBD

Contact Info: aaronsie@usc.edu

Website: www.datadreamer.com/usc/acad177

IT Help: <http://iovine-young.usc.edu/ait/index.html>

Hours of Service: M-F, 8:30am - 5:30pm

Contact Info: iyhelp@usc.edu, 213-821-6140

Catalogue Description:

An introduction to the core tools and concepts required to execute graphic design projects. Open only to Arts, Technology and the Business of Innovation majors.

Pre-requisites:

None

Course Description:

Students will be introduced to the fundamental concepts involved in the development of graphic design projects as well as the core industry tools used in their creation. Students will leave the course with an understanding of the design process, technical knowledge of Adobe Illustrator, Photoshop and InDesign, as well as collective insight into design successes and failures. Students will be required to share their work with classmates and participate in constructive critique sessions.

Learning Objectives:

1. A fundamental understanding of graphic design concepts including harmony, balance, color, value, symmetry, typography, messaging, aesthetics, layout, and communication.
2. Functional operating capacity using Adobe Illustrator, Photoshop, and InDesign to work with raster and vector imagery to create visual compositions.
3. Ability to produce visual material for a number of mediums including print and the web.

Specific Topics to be Covered:

- Vector illustration.
- Typography.
- Raster image manipulation.
- Graphic design layout techniques.

Technological Proficiency and Hardware/Software Required:

- Laptop computer with authorized installations of the following software:
 - Adobe Illustrator.
 - Adobe Photoshop.
 - Adobe InDesign.
- Digital Camera (smartphone will do).

Required Readings and Supplementary Materials:

- [Lynda.com - Illustrator CC 2018 One-on-One Fundamentals by Deke McClelland](#)
- [Lynda.com - Photoshop CC 2018 One-on-One Fundamentals by Deke McClelland](#)
- [Lynda.com - InDesign CC 2018 Essential Training by Deke McClelland](#)

Checkpoints:

1. 10 Moodboard Images. (2.5%)
 - Find 10 images that you find inspirational for your Project #1 assignment. Look for designs with interesting colors and shapes. Try to identify the creators of the work that you like in order to find more of their content. Submit the images in your folder of the class Google Drive.
2. 10 Moodboard Images + Text Content. (2.5%)
 - Find 10 images that you find inspirational for your Project #2 assignment. Look for designs with interesting uses of type. Try to identify the creators of the work that you like in order to find more of their content. Also identify what text content you would like to include in your Project #2 Text Composition. Submit the images in your folder of the class Google Drive.
3. Original Photos. (5%)
 - Take at least 10 original photos that you would like to incorporate into your Project #3 assignment. Submit the images in your folder of the class Google Drive.
4. Personal Essay + 10 Moodboard Images. (10%)
 - Write a 1500 word essay about your creative passions, background, and what drove you to become the person you are today. Include a title for your essay. Also find 10 examples of editorial design that you find inspirational for your Project #4 assignment. Submit your essay in your folder of the class Google Drive.

Projects:

1. Shape Composition. (15%)
 - Using the drawing tools in Illustrator, fill an 8.5" x 11" artboard in portrait mode with a composition of shapes, lines, curves, texture and color. Submit the project as .ai and .pdf formats in your folder of the class Google Drive.
2. Text Composition. (15%)
 - Using the drawing tools and text tools in Illustrator, fill an 8.5" x 11" artboard in portrait mode with a composition of text, shapes, lines, curves, texture, and color. Focus on a concept or subject to make your composition about. Carefully select what words you will use in your composition, and how you want to style them to appropriately reflect their content. Submit the project as .ai and .pdf formats in your folder of the class Google Drive.
3. Photo Collage. (20%)
 - Take original photos in order to create an 8.5" x 11" photo collage in Photoshop. Use different layer blending modes, drawing and erasing tools, and arrangement to fill the composition with imagery. Submit the project as .pdf and .pdf formats in your folder of the class Google Drive.
4. Editorial Design. (30%)
 - Use your personal essay to create a four (4) page article across two spreads for a magazine. You are in charge of designing the visual styles for your spread, but must follow the master template determined by the professor. Submit the project as .indd and .pdf formats, including all linked imagery, in your folder of the class Google Drive.

Grading Breakdown:		Grading Scale:		
Project #1: Shape Composition.	15%		A = 100 - 93	A- = 92 - 90
Project #2: Text Composition.	15%	B+ = 89 - 87	B = 86 - 83	B- = 82 - 80
Project #3: Photo Collage.	20%	C+ = 79 - 77	C = 76 - 73	C- = 72 - 70
Project #4: Editorial Design.	30%	D+ = 69 - 67	D = 66 - 63	D- = 62 - 60
Checkpoints (4)	20%	F = 59 and below		

Weekly Class Schedule:

Week	Tuesday	Thursday
<i>Adobe Illustrator</i>		
1	August 21: Introduction / Syllabus / Schedule. Illustrator Interface / Documents / Panels. Artboards / Shape Tools / Transforms. Exporting.	August 23: DUE: Checkpoint #1: 10 Moodboard Images. Fill / Stroke / Color / Swatches / Gradients. Arrangement / Layers / Grouping. Pen Tool / Placing Images / Image Trace.
2	August 28: Blend Modes / Patterns. Grid / Alignment / Distribution. Join Paths / Clipping Mask.	August 30: DUE: Project #1: Shape Composition.
3	September 4: Typography / Character Styles / Typesetting. Paragraphs / Paragraph Styles.	September 6: DUE: Checkpoint #2: 10 Moodboard Images + Text Content. Text Paths, Shapes, Wrapping.
4	September 11: Work Day + Individual Progress Check.	September 13: DUE: Project #2: Text Composition.
<i>Adobe Photoshop</i>		
5	September 18: Photoshop Interface / File Types / Toolbar. Selection / Painting / Image Adjustments. Stamp / Bandaid / Smudge / Blur.	September 20: DUE: Checkpoint #3: Original Photos. Layer Transforms / Styles / Blend Modes. Filters / Mattes / Masks.
6	September 25: Levels / Curves / Color Balance. Lens Correction.	September 27: DUE: Project #3: Photo Collage.
<i>Adobe InDesign</i>		
7	October 2: InDesign Interface / Documents / Panels. Pages / Master Pages / Guides / Grid. Image Container / Link Panel.	October 4: DUE: Checkpoint #4: Personal Essay + 10 Moodboard Images. Text Container / Character + Paragraph Styles. Columns / Text Threading / Text Wrapping.
8	October 9: Work Day + Individual Progress Check.	October 11: DUE: Project #4: Editorial Design.

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards” <https://policy.usc.edu/student/scampus/part-b>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Discrimination, sexual assault, intimate partner violence, stalking, and harassment are prohibited by the university. You are encouraged to report all incidents to the *Office of Equity and Diversity/Title IX Office* <http://equity.usc.edu> and/or to the *Department of Public Safety* <http://dps.usc.edu>. This is important for the health and safety of the whole USC community. Faculty and staff must report any information regarding an incident to the Title IX Coordinator who will provide outreach and information to the affected party. The sexual assault resource center webpage <http://sarc.usc.edu> fully describes reporting options. Relationship and Sexual Violence Services <https://engemannshc.usc.edu/rsvp> provides 24/7 confidential support.

Support Systems:

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://ali.usc.edu>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* <http://dsp.usc.edu> provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.

Emergency Preparedness/Course Continuity in a Crisis:

If an officially-declared emergency makes travel to campus infeasible, USC Emergency Information <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.