

# USC Iovine and Young Academy

*Arts, Technology and the Business  
of Innovation*

**ACAD177 Digital Toolbox**

**Units:** 2

Fall

Weds, 5:00-7:50pm

**Location:** IYH210

**Instructor:** Estevan Carlos Benson

**Office Hours:** By email appointment.

**Contact Info:** [ecbenson@usc.edu](mailto:ecbenson@usc.edu)

Will respond within 72hrs.

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

**Hours of Service:** 8:30am - 5:00pm

**Contact Info:** iyhelp@usc.edu, 213-821-6917

## **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 and Outcomes**

1. To raise awareness of digital design tools and their implementation
2. To develop perceptual skills in design
3. To raise the awareness of the computer and various peripherals as the tools for designers

## **INFORMATION TO BE COVERED INCLUDES:**

- Adobe Creative Suite – Introduction and overview of PhotoShop, InDesign, and Illustrator
- Application of all three software programs in conjunction with one another
- Scanning and Digital Imaging including digital sketching and rapid visualization techniques
- Printing and various forms of output (preparing documents for output, file management and storage)

**Prerequisite(s):** None.

**Co-Requisite(s):** None.

**Concurrent Enrollment:** None.

**Recommended Preparation:** Acquire the license for Adobe Creative Cloud and install Illustrator prior to the first class session in order to be prepared to start working on day one.

## **Course Notes**

The class will be a mix of technical demonstrations, software workshop exercises, lectures on the history and contemporary applications of graphic design, as well as collective critique sessions. Technical demonstrations may be recorded and shared with the students afterward for further review. Lecture materials will be made available on Blackboard.

## **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 2019 One-on-One Fundamentals by Deke McClelland
- Lynda.com - Photoshop CC 2018 One-on-One Fundamentals by Deke McClelland
- Lynda.com - InDesign CC 2019 Essential Training by David Blatner

## Checkpoints

1. Original Photos for Photo Collage. (2.5%)
  - Take at least 10 original photos that you would like to incorporate into your Photo Collage assignment. Submit the images as JPG files in a ZIP file via Blackboard.
2. Found Photos for Cyborg Collage. (2.5%)
  - Find at least 10 photos that you would like to incorporate into your Cyborg Collage assignment. Submit the images as JPG files in a ZIP file via Blackboard.
3. 10 Moodboard Images + Text Content. (2.5%)
  - Find 10 images that you find inspiration for your Text Composition 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 Text Composition. Submit your text content as a .txt or .pdf file and images as .jpg in a ZIP file via Blackboard.
4. 10 Moodboard Images + Personal Essay. (2.5%)
  - 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 inspiration for your Editorial Design assignment (look through your favorite magazines, or visit a bookstore and find some interesting designs). Submit your essay and images in a ZIP file via Blackboard.

## Assignments

1. Symmetric and Asymmetric Compositions. (15%)
  - Fill an 8.5" x 11" artboard in landscape mode with 10 symmetric composition thumbnails and 10 asymmetric composition thumbnails, using squares, circles, and triangles, and only use black and white. Submit the project as .ai and .png formats via Blackboard. Print out a black and white copy to exhibit in class.
2. Warm and Cool Color Mandalas. (15%)
  - Create two (2) 8.5" x 11" artboards in portrait mode, one with a warm color mandala and another with a cool color mandala, using squares, circles, triangles, lines, curves, and images. Submit the project as .ai and .png formats via Blackboard. Print out a color copy to exhibit in class.
3. Photo Collage. (15%)
  - Take original photos in order to create an 8.5" x 11" 300dpi 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 .psd and .jpg formats via Blackboard. Print out a color copy to exhibit in class.
4. Organic Collage. (15%)
  - Source a number of third party images that you would like to use as a composite image to create a human or creature-like image. Mix different components of organic and natural imagery to create a new "organism". Your final image should be 8.5" x 11" and 300dpi. Print out a color copy to exhibit in class.
5. Text Composition. (15%)
  - Using the drawing tools and text tools in Illustrator, fill an 11" x 17" 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 via Blackboard. Print out a color copy to exhibit in class.

6. Editorial Design. (15%)

- Use your personal essay to create a four (4) page arcle across two spreads for a magazine (that's two 11" x 17" sheets). 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,

Grading Breakdown		Grading Scale
Symmetric and Asymmetric Compositions	15%	A = 100 - 95 A- = 94 - 90
Warm and Cool Color Mandalas.	15%	B+ = 89 - 87 B = 86 - 83 B- = 82 - 80
Photo Collage.	15%	C+ = 79 - 77 C = 76 - 73 C- = 72 - 70
Organic Collage.	15%	D+ = 69 - 67 D = 66 - 63 D- = 62 - 60
Text Composition.	15%	F = 59 and below
Editorial Design.	15%	
Checkpoints (4)	10%	

**Assignment Rubrics**

Student work will be assessed based on:

- Level of execution of software skills on assignments.
- Demonstration of understanding graphic design principles and visual aesthetics.
- Innovative application of tools and concepts.

**Assignment Submission Policy**

Submit all of your digital assets via Blackboard at least one hour prior to the start of the class session. Make sure you submit the original project file (.ai, .psd, or.indd files) as well as a stac single layer file (.jpg, .png, or .pdf files respectively)

**Grading Timeline**

Checkpoints and assignments will be reviewed, graded, and provided with feedback within a week of submission.

## Academy Attendance Policy

The Academy maintains rigorous academic standards for its students and on-time attendance at all class meetings is expected. Each student will be allowed two excused absences over the course of the semester for which no explanation is required. Students are admonished to not waste excused absences on non-critical issues, and to use them carefully for illness or other issues that may arise unexpectedly. Except in the case of prolonged illness or other serious issue (see below), no additional absences will be excused. Each unexcused absence will result in the lowering of the final grade by  $\frac{1}{3}$  of a grade (e.g., an A will be lowered to A-, and A- will be lowered to a B+, etc.). In addition, being tardy to class will count as one-third of an absence. Three tardies will equal a full course absence.

Students remain responsible for any missed work from excused or unexcused absences. Immediately following an absence, students should contact the instructor to obtain missed assignments or lecture notes and to confirm new deadlines or due dates. Extensions or other accommodations are at the discretion of the instructor.

Automatically excused absences normally may not be used for quiz, exam or presentation days. Using an excused absence for a quiz, exam or presentation, such as in the case of sudden illness or other emergency, is at the discretion of the instructor.

In the case of prolonged illness, family emergencies, or other unforeseen serious issues, the student should contact the instructor to arrange for accommodation. Accommodation may also be made for essential professional or career-related events or opportunities. All accommodations remain at the discretion of the instructor, and appropriate documentation may be required.

### *Fall 2021 addendum:*

- Unless students provide an accommodation letter from USC's Office of Student Accessibility Services or a letter from IYA Student Services detailing visa or travel restrictions, attendance and active participation is expected in the classroom. Any student with such accommodations should submit their accommodation document to the instructor as soon as possible to discuss appropriate accommodations. Either classroom recordings or live remote access to the class via Zoom will be provided.
- Students who are experiencing illness should not attend class in person. Please inform the instructor in advance of any class sessions that you can't attend for medical reasons, and accommodations will be arranged to view recorded lectures and submit alternatives to any missed class participation. Students will not be penalized for not attending class in person under these circumstances.
- In the event that you find yourself experiencing COVID-19 related symptoms, in keeping with university recommendations, you should Stay home! This is the best way to prevent spreading COVID-19 as supported by scientific evidence; Please do not come to an in-person class if you are feeling ill, particularly if you are experiencing symptoms of COVID-19

### **Additional Policies**

Add any additional policies that students should be aware of: late assignments, missed classes, use of technology in the classroom, etc.

### **HOW TO PURCHASE SOFTWARE AT THE DISCOUNTED ACADEMY RATE THROUGH THE USC BOOKSTORE:**

The following first year software are now available for purchase **online** through the USC Bookstore at the Academy discounted rate:

<b><u>Software</u></b>	<b><u>IYA Short-Term License at USC Bookstore</u></b>
<b>Adobe Creative Cloud</b>	\$70 2021-2022 annual license
<b>Apple Logic Pro</b>	\$35 semester license
<b>Solidworks</b>	\$35 semester license
<b>Apple Final Cut Pro</b>	\$35 semester license

1. Visit the USC Bookstore online:  
<https://www.uscbookstore.com/usciyasoftware>
2. Select the software license(s) you would like to purchase.
3. When you proceed to checkout, add the Promo Code "IYASoftware" (This will override the listed taxes).
4. For shipping, select FedEx Home Delivery (free).
5. Once you complete your online purchase, you will receive a confirmation email/receipt.  
*(Note that even if a shipping charge appears on your invoice, it will not be charged to your credit card. This relates to a known technical problem with the Bookstore's online store.)*
6. Upload your receipt [here](#) to receive access to your purchased license.
7. You will be notified by email when the license has been activated

## Weekly Course Schedule

Week	Class Activities	Deliverables
1 8/25 IS	Introduction / Syllabus / Schedule. Illustrator Interface / Documents /Panels. Artboards / Shape Tools / Transforms. Exporting.	
2 9/1 IS	Symmetric and Asymmetric Compositions Presentations.	Project #1: Symmetric and Asymmetric Compositions. <a href="#">Illustrator Fundamentals: Ch. 1 - 5.</a>
3 9/8 IS	Fill / Stroke / Color / Swatches / Gradient. Arrangement / Layers / Grouping. Pen Tool / Placing Images / Image Trace. Blend Modes / Patterns. Grid / Alignment / Distribution. Join Paths / Clipping Mask.	<a href="#">Illustrator Fundamentals: Ch. 6 - 7.</a>
4 9/15 IS	Warm and Cool Color Mandalas Presentations.	Project #2: Warm and Cool Color Mandalas.
5 9/22 PS	Photoshop Interface / File Types / Toolbar. Selection / Painting / Image Adjustments. Stamp / Bandaid / Smudge / Blur. Levels / Curves / Color Balance. Lens Correction.	
6 9/29 PS	Layers / Transforms / Styles / Blend Modes. Filters / Mattes / Masks. Color Balance. Selections. Individual Project Check-ins.	Checkpoint #1: Original Photos. <a href="#">Photoshop Fundamentals: Ch. 1 - 4.</a>
7 10/6 PS	Photo Collage Presentations.	Project #3: Photo Collage. <a href="#">Photoshop Fundamentals: Ch. 5- 9.</a>
8 10/13 PS	Quick Mask. Retouch and Heal. Preparing for Print. Finding images on Archive.org	Checkpoint #2: Found Images (Due end of Week) <a href="#">Photoshop Fundamentals: Ch. 10- 15.</a>

9 10/20 PS	Organic Collage Presentations.	Project #4: Organic Collage.
10 10/27 IS	Typography / Character Styles / Typesetting. Paragraphs / Paragraph Styles. Text Paths, Shapes, Wrapping. Mastering Paths.	<a href="#">Illustrator Fundamentals: Ch. 8 - 11.</a>
11 11/3 IS	Individual Project Check-Ins	Checkpoint #3: 10 Moodboard Images <a href="#">Illustrator Fundamentals: Ch. 12 - 14.</a>
12 11/10 ID	Text Composition Presentations.	Project #5: Text Composition.
13 11/17 ID	InDesign Interface / Documents / Panels. Pages / Master Pages / Guides / Grid. Image Container / Link Panel.	Checkpoint #4: Personal Essay + 10 Moodboard Images. <a href="#">InDesign Essential Training: Ch. 1 - 5.</a>
14 12/1 ID	Text Container / Character + Paragraph Styles. Columns / Text Threading / Text Wrapping. Exporting.	<a href="#">InDesign Essential Training: Ch. 6 - 10.</a>
15 Final 12/8 4:30-6:30 p.m	Editorial Design Presentations	Project #6: Editorial Design.



## Statement on Academic Conduct and Support Systems

### 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” [policy.usc.edu/scampus-part-b](https://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](https://policy.usc.edu/scientific-misconduct).

### Support Systems:

*Student Health Counseling Services - (213) 740-7711 – 24/7 on call*  
[engemannshc.usc.edu/counseling](https://engemannshc.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*  
[suicidepreventionlifeline.org](https://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention Services (RSVP)*  
-213-740-9355 (WELL)

<https://studenthealth.usc.edu/sexual-assault/>

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Relationship and Sexual Violence Prevention and Services provides immediate therapy services for situations related to gender- and power-based harm (e.g., sexual assault, domestic violence, stalking).

*Office of Equity and Diversity (OED) | Title IX - (213) 740-5086*  
[equity.usc.edu](https://equity.usc.edu), [titleix.usc.edu](https://titleix.usc.edu)

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

*USC Policy Reporting to Title IX (213) 740-5086*

<https://policy.usc.edu/reporting-to-title-ix-student-misconduct/>

The university encourages individuals to report prohibited conduct to the *Title IX Office*. Individuals can report to the university *Title IX Coordinator* in the *Office of Equity and Diversity*.

*Bias Assessment Response and Support - (213) 740-2421*  
[studentaffairs.usc.edu/bias-assessment-response-support](http://studentaffairs.usc.edu/bias-assessment-response-support)

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

*The Office of Disability Services and Programs - (213) 740-0776*  
[dsp.usc.edu](http://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*  
[studentaffairs.usc.edu/ssa](http://studentaffairs.usc.edu/ssa)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*  
[diversity.usc.edu](http://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*  
[dps.usc.edu](http://dps.usc.edu), [emergency.usc.edu](http://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*  
[dps.usc.edu](http://dps.usc.edu)

Non-emergency assistance or information.