USC Iovine and Young Academy

Arts, Technology and the Business of Innovation

Course ACAD-177
Digital Toolbox for Design
Units: 2
Fall 2022 – T/Th (9-11:50am)
Location: IYH-210-211

Instructor: Steve Child
Office: HSH
Office Hours: By appointment
Contact Info: child@usc.edu

IT Help
Hours of Service: 8:30 a.m.– 5 p.m.
Contact Info: iyhelp@usc.edu, 213-821-6917
USC Technology Support Links
Zoom information for students
Blackboard help for students
Software available to USC Campus

Course Description

This class will explore the tools and uses of Adobe Creative Suite, core software programs commonly used by designers: Illustrator, Photoshop, and InDesign. There will be a brief introduction to Figma as a collaborative digital tool. These programs are used in a variety of ways including image manipulation, page layout, web design, and computer illustration. Integration with other software allows designers to produce extraordinary graphics for print, video, web, tablets, and mobile devices. The primary objective of the class is to provide students with a working knowledge of the software programs and their functional and creative potential. Instruction includes homework assignments, class lectures, studio exercises and quizzes. Students will be assessed on their completed projects, participation, as well as attendance. These tools won't necessarily make you a good designer, but they are powerful tools that can help bring your concepts and creativity to fruition.

Learning Objectives and Outcomes

• To raise awareness of digital design tools and their implementation
• To develop perceptual and technical skills in design
• To gain working knowledge of Photoshop, InDesign, and Illustrator
• To learn scanning and appropriate digital file formats
• Printing and various forms of output (preparing documents for output)
• To raise the awareness of the computer and various creative tools for designers

Prerequisite(s): None

Course Notes:

Digital Toolbox for Design is a studio-based class, it is crucial for students to attend class regularly since information exchanged in a group discussion or setting may not imparted through handouts or notes. Students must attend class to succeed in the course. Course documents and information will be posted on Blackboard along with other key course documents such as the syllabus, class schedule and assignment due dates. Any changes made to the course schedule over the semester will be noted during class.

Catalog Description:
Basic techniques, methods, concepts, tools, and materials that are used to quickly communicate ideas and concepts in a visual manner.

USC Technology Rental Program
The university realizes that attending classes online and completing coursework remotely requires access to technology that not all students possess. If you need resources to successfully participate in your classes, such as a laptop or internet hotspot, you may be eligible for the university's equipment rental program. To apply, please submit an USC Technology Rental Program Application .

How to Purchase Software at the Discounted Rate
For classes that require them, the following software are available for purchase **online** through the USC Iovine and Young software catalog at the Academy discounted rate:

Software	IYA Short-Term License at USC Bookstore
Adobe Creative Cloud	$70 2019–2020 annual license
Apple Logic Pro	$35 semester licenses
Solidworks	$35 semester license
Apple Final Cut Pro	$35 semester license

To purchase:
- Visit: https://commerce.cashnet.com/IOVINE
- Select the software license(s) you would like to purchase by clicking "View Details" or the software title, and make your purchase
- You will receive an order confirmation receipt at the email address you provided
- You will be notified by email when the software license has been activated

If you have any questions about this process, please do not hesitate to contact Academy IT Support at iyahelp@usc.edu.

Required Materials
Laptop is required with all 3 CS programs: Illustrator, Photoshop and InDesign. All assignements are to be turned in digitally. The Book Jacket Cover assignment will require you to print out in the Makerspace or alternative print/copy location. Portable storage device or Cloud storage devices (flash drives, external storage devices, or CDs) It is the student's responsibility to BACK EVERYTHING UP, losing work is not an acceptable excuse for missing work.

Description and Assessment of Assignments
Deadlines are serious! Assignments should be turned in on time, at the beginning of class, presented properly. You will be graded down 10% grade for each class the work is turned in late. The quality of the work submitted is an important criterion. This includes resolution and presentation of ideas, attention to detail, level of craftsman ship, and overall presentation.

Critiques and Participation
The purpose of a critique is to provide feedback to a student. Positive criticism and negative criticism are both useful tools in helping us further understand concepts and the visual language. Critiques prove useful in helping us see alternative ways to improve a design solution. You are expected to participate and offer constructive help in the critiques.

Understanding

The tools and techniques discussed in class will be done through demonstrations. Your attentiveness and understanding are very important. To master these programs Involves practice and concentration. The understanding should reveal itself in finished exercises projects. Understanding of terms and issues relating to the specific project and your commitment to the work is critical in bringing your concept to life through the visual language. Craftsmanship is an important consideration in all projects. How well you execute your solution will be considered.

Creativity

How deeply you think and search for a unique solution to the problem will be considered. The level of experimentation and risk-taking demonstrated by this commitment.

94% – 100% = A / 90 – 93% = A-
Student performs in an outstanding way. Student exhibits excellent achievement and craftsmanship in all work, Student exceeds the design criteria and challenges him/herself to seek fresh solutions to design problems. Student exhibits commitment to expanding ideas, vocabulary, and performance.

87% – 89% = B+ / 84% - 86% B / 80 – 83% = B-
Student performs beyond the requirements of the assignments. Student exhibits above average progress and craftsmanship. Student meets and exceeds the design criteria. Student exhibits above average interest in expanding ideas, vocabulary, and performance.

77% – 79% = C+ / 74% – 76% C / 73 – 70% = C-
Criteria of assignment are met, and all requirements are fulfilled, Student exhibits average progress and improvement. Student spends the minimum time and effort on the assignments, Student exhibits moderate interest in expanding ideas, vocabulary, and performance.

67% – 69% = D+ / 74% – 76% D / 73 – 70% = D-
Student performance is uneven, and requirements are partially fulfilled. Student exhibits minimal output and improvement in work. Student does not meet the design criteria in all assignments. Student exhibits minimal interest in expanding ideas, vocabulary, and performance. Student's attendance, participation and class involvement is less than adequate.

69% and Below = F
Student fails to meet a minimum of performance levels. Student does not exhibit achievement, progress, or adequate levels of craftsmanship in any assignment. Student work is consistently incomplete or unsuccessful. Student's attendance, participation and class involvement is inadequate.

Grading Breakdown

Assignment	Points	% of Grade
All Projects	90	90%
Participation	10	10%
TOTAL	100	100%

Grading Scale (Example)

Course final grades will be determined using the following scale

A   95-100
A-   90-94
B+   87-89
B   83-86
B-   80-82
C+   77-79
C   73-76
C-   70-72
D+   67-69
D   63-66
D-   60-62
F   59 and below

Assignment Submission Policy

Projects are to be submitted in digital format to Blackboard. Each project has an associated P1, P2, etc. Some projects will also be required to post on a collaborative design program page, like Mural.

Grading Timeline

Your projects will generally be graded within 1 to 2 weeks of its due date. If I am creating a video critique for a project, this is time intensive, and may take slightly longer . In an individual video critique, I bring up a student's work on my screen. This form allows me to take more time with the work and discuss conceptual and visual approaches. It also allows me to dig into the actual file to make important points about tools and technical processes.

Late Work

Your work will be graded down 10% for each day that it is turned in late.

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 ⅓ 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. Additionally, students who need accommodations for religious observations should provide advanced notice to instructors and student athletes should provide Travel Request Letters. All accommodations remain at the discretion of the instructor, and appropriate documentation may be required.

Fall 2022 addendum:

- Unless students provide an accommodation letter from USC's Office of Student Accessibility Services (OSAS) 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.

Iovine and Young Hall Cleanout
The Academy is unable to store student projects and materials beyond the end of the semester. Students must remove all projects and personal materials from the Creators Studio, lockers/locker room, and other classrooms by the end of each semester. **All projects and materials left in Iovine and Young Hall will be discarded two days after final exams end. No exceptions.**

Classroom Norms
Your attention and focus during class is critical to your success in this class. Turn off your phone at the beginning of class. You may turn it on at breaks and at the end of class.

Zoom Etiquette
Stay focused and please stay engaged in class activities. Close any apps on your device that are not relevant and turn off notifications. You are expected to be professional and respectful when attending class on Zoom.

Sign in with your full first name and last name as listed on the class roster. Do not use a nickname or other pseudonym when you log in. It makes it impossible to know who is in attendance. Using your full name quickly sorts students into their groups when needed. If you do not have access to a computer or smartphone with internet access, call into class using a landline phone. This is not optimal; please try to locate an internet-enabled device to use for class.

Turn on your video when possible. It is helpful to be able to see each other, just as in an in-person class. If you have limited internet bandwidth or no webcam, it is ok to not use video. If you're unable to find an environment without a lot of visual distractions, it is also ok to turn off your video. Keep it clean. Don't share anything you wouldn't put up on the projector in class!

Synchronous Session Recording Notice
Synchronous sessions will be recorded and provided to all students asynchronously through the recorded Zoom sessions. The link is in the first page of this syllabus.

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. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on Research and Scholarship Misconduct.

Course Schedule: Weekly Breakdown

	Topics/Daily Activities	Readings and Projects	Deliverable/ Due Dates
Week 1 Tuesday 8/23 **INTRO ILLUSTRATOR**	**Welcome!** **Syllabus + Expectations** **Blackboard + Attendance** Introductions – Workspaces **Demos:** Illustrator Overview Vector vs Pixel – Resolution – Tools File formats - Rulers - Guides Grids - Paths - Objects - Fill/Stroke Fun with shapes! InDesign duotone + template Imports (RV assignment template)	*PROJECT 1:* *Build template for comps* *5 symmetrical +* *5 asymmetrical* *5 patterns* *Simple shapes* *Due Thursday 9/01*	
Thursday 8/25	**Review:** PROJECT 1 **Demos:** Build Illustrator Template Creating and Transforming Objects Arrangement - Live Paint **Lecture:** Color spaces, additive, subtractive Basic Color Theory Working with Layers Blends – Repeat – Live Paint	*PROJECT 2:* *Sacred Geometry* *Neutral* *Export PDF for Mural* *Upload Bb as .ai* *Due Tuesday 8/30*	*PROJECT 1:* *Build template for comps* *5 symmetrical* *5 asymmetrical* *5 patterns* *Simple shapes*

Week 2 Tuesday 8/30 **PHOTOSHOP**	**Review:** PROJECT 2a **Lecture:** Who are you? **Demo:** Introduce Photoshop Resolution and Bit Depth Color spaces Image > Mode, Size, Canvas, Rotation – Workspaces Selection Tools 1: Saving, loading, feathering	*PROJECT 3:* *Mini-Me Who Are You?* *RD Concept Sketches* *Due Thursday 9/01*	*PROJECT 2:* *Sacred Geometry* *Neutral* *Export PDF for Mural* *Upload Bb as .ai*
Thursday 9/01	**Review:** PROJECT 3- concepts **Demos:** Masking 1 Layers options, adjustments, and effects Basic Color Correction Selection Tools 2 Select > Modify Color range, Channels	*PROJECT 3:* *Mini-Me Who Are You?* *Photographs and* *1st Comp* *Due Tuesday 8/30*	*PROJECT 3:* *Mini-Me Who Are You?* *RD Concept Sketches*
Week 3 Tuesday 9/06 **PHOTOSHOP**	**Review:** PROJECT 3 **Demos:** Image corrections: Dodge – Burn –Clone – Patch Heal – Compositing considerations Effects and Filters **Lecture:** Color Inspiration and strategies	*PROJECT 3:* *Mini-Me Who Are You?* *Photograpsh and* *Final Composite* *Due Thursday 9/01*	*PROJECT 3:* *Mini-Me Who Are You?* *Photograpsh and* *1st Comp*
Thursday 9/08	**Review:** PROJECT 3 **Demos:** In-class revisions towards final Printed composite	*PROJECT 3:* *Mini-Me Who Are You?* *Final Composite Revs* *Due Tuesday 9/13* *(sign-up for Figma 30-day)*	*PROJECT 3:* *Mini-Me Who Are You?* *Photograpsh and* *Final Composite*

Week 4 Tuesday 9/13 **FIGMA**	**Review:** PROJECT 3b **In-Class:** App Sprint **Demos:** Intro Figma Basics - App design	*PROJECT 4:* *App Design Sprint* *(Group)* *Due Thursday 9/15*	*PROJECT 3:* *Mini-Me Who Are You?* *Final Composite Revs*
Thursday 9/15 **ILLUSTRATOR**	**Review:** PROJECT 4 **Demos:** Pen tool - Paths - Advanced Paths Layers Logic Color and Gradients Preview/Outline	*PROJECT 5:* *Create Motto for* *your cohort* *Find Quotes or* *Song Lyrics* *Due Tuesday 9/20*	*PROJECT 4:* *App Design Sprint* *(Group) Presenttions*
Week 5 Tuesday 9/20 **ILLUSTRATOR**	**Review:** PROJECT 2b **Demos:** Images – Effects – Styles – 3D Clipping and Opacity Masks Building a Logo Typography architecture, anatomy Text Tool	*PROJECT 5a:* *Readable Quote* *Due Thursday 9/22*	*PROJECT 5:* *Create Motto for* *your cohort* *Find Quotes or* *Song Lyrics*
Thursday 9/22	**Review:** PROJECT 3a **Demos:** Typography and Text Tool Linear and Isometric Perspective Tools **Lecture:** Type expression, syntax	*PROJECT 5b:* *Expressive Quote* *Text/Image Quote* *Due Tuesday 9/27*	*PROJECT 5a:* *Readable Quote*
Week 6 Tuesday 9/27	**Review:** PROJECT 5b **Demos:** Intro to InDesign		*PROJECT 5b:* *Expressive Quote* *Text/Image Quote*

INDESIGN	Pages + Parents Tools Frames and Images - Text - Options Building a Document Letter, Line, Paragraph		
Thursday 9/29	**In-class:** Creative person research, images Inspiration **Demos:** Building a layout Categories of type styles **Lecture:** The Grid Book design	*PROJECT 6:* *Book Jacket Design* *Round 1 cover layouts* *11x17* *Due Tuesday 10/04* (Bring in a well designed art/design book to class) David Mayes Typecraft print production lecture	
Week 7 Tuesday 10/04 **INDESIGN**	**In-Class:** PROJECT 6a **Demos:** Typography – Letter, Line, Paragraph **In-Class:** Continue work on book jackets		*PROJECT 6:* *Book Jacket Design* *Round 1 cover layouts*
Thursday 10/06	**Demos:** Layout and Tools Character and Paragraph Styles Threading Text Columns Libraries	*PROJECT 6:* *Final Book Jacket Design* *Printed 4/color* *Due Tuesday 10/11*	
Week 8 Tuesday 10/11 **LAST CLASS**	**Review:** PROJECT 6 **Demos:** Multi-page documents Exporting – Preflight and Printing Tabs	*FINAL PORTFOLIO PDF* *of ALL CLASS PROJECTS:* *Due Wednesday 10/12* *Upload to Bb*	*PROJECT 6:* *Final Book Jacket Design* *Printed 4/color*

Wednesday 10/12	**FALL RECESS** **No class Thursday or Friday**		*FINAL PORTFOLIO of ALL CLASS PROJECTS:* *Upload to Bb*

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.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
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), press "0" after hours – 24/7 on call
Studenthealth.usc.edu/sexual-assault
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086
eeotix.usc.edu
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - (213) 740-0776
osas.usc.edu
OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - *(213) 821-4710*
campussupport.usc.edu
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - *(213) 740-2101*
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, 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
Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)
ombuds.usc.edu
A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - *(323) 442-33*40 or otfp@med.usc.edu
chan.usc.edu/otfp
Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.