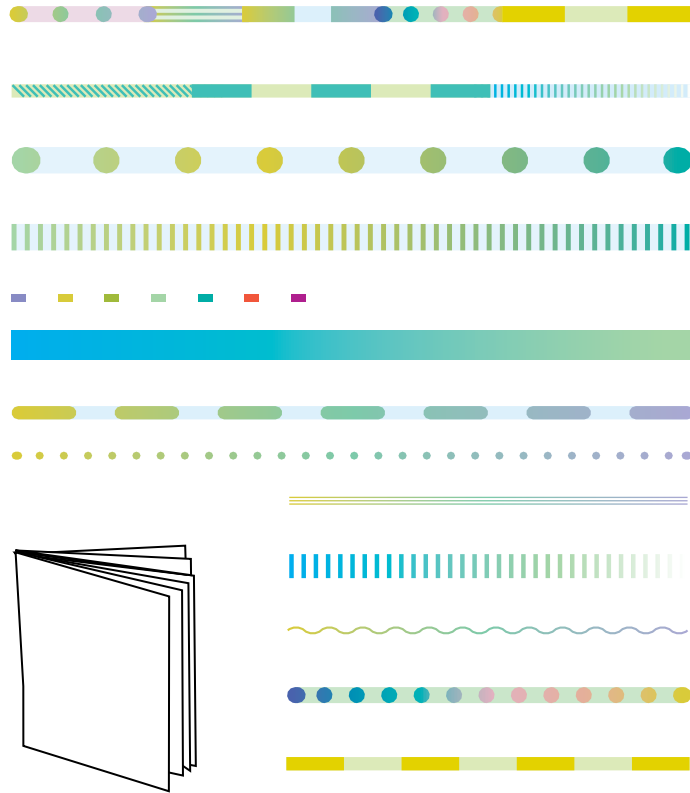


DIGITAL SYSTEMS & METHODS // // // //



DESCRIPTION

This project begins with a series of exercises that explore formal design principles and color theory through the manipulation of photographed objects (scale, rotation, placement, space, and color correction tools). A fundamental facility with the digital programs are developed, and students build on this experience with a deeper understanding of the digital tools as well as theories that govern design in order to communicate a message. Students explore various image-manipulation techniques, and the use of symbolism and metaphor to create a message.

Students use original imagery in this project by taking pictures from their surroundings or creating vectors from scratch. Drawing is embraced as a graphic process. Students will create a series of artifacts in 2-D and 4-D. Students will use analog processes, Adobe Photoshop and Adobe Illustrator to create these spaces. These processes will culminate in a "classification book" where students will identify and classify the processes they tackled. Watch and review the material below.



WATCH & REVIEW

Watch and Review the following:

- 1. Assignment Process.** **Start Work Here:** See link. Process & Videos for Exercises. [Carrie Video's]
http://www.carriedyer.com/assets/assignment_process_digital_systems_methods.pdf
 Video on How to get started, navigating: <https://youtu.be/1jLlcpS8Sdy>
- 2. Watch: Video Overview of Student Examples.** [Carrie Video] <https://youtu.be/M2ZdxKSaEUQ>
- 3. Links: Examples of Student Work:**

 - a. <https://drive.google.com/drive/folders/1Qv5xG3TDCQzTmPBJ2UKoSJ3xw4aw0TV?usp=sharing>
 - b. http://www.carriedyer.com/assets/u01_examples_digital_systems_and_methods.pdf
- 4. Video Presentation: on Critique, E&P, Software, Vector, & Raster.** [Carrie Video] <https://youtu.be/kxtLVgyCs68>
- 5. Watch: What is a critique?** <https://youtu.be/9neybp0vjaQ>
- 6. Watch: What are the Elements & Principles of Design?** <https://www.youtube.com/playlist?list=PLahg7EAeyeauJCRzqJvK2gA06iFkS8UjE>
- 7. Watch: What are the beginning Graphic Design: Fundamentals?** <https://youtu.be/YqQx75OPRa0>

COURSE LINKS

- a.** What do I want and what am I looking for in your work? http://www.carriedyer.com/assets/z_what_i_want.pdf
- b.** Assignment Submission Process. http://www.carriedyer.com/assets/v_submission_process.pdf
- c.** Due Dates. See Calendar. Calendar is accessible on website. http://www.carriedyer.com/-/t_.html#courses
- d.** Design Process. Design Process is required with every project. See link below for details and ideas. http://www.carriedyer.com/assets/t_design_process.pdf
- e.** Critique Process. http://www.carriedyer.com/assets/u_critique_process.pdf
- f.** Grading Rubric. http://www.carriedyer.com/assets/i_grading_philosophy.pdf
- g.** Participation Grade Rubric. http://www.carriedyer.com/assets/class_participation_rubric.pdf
- h.** Course FAQ's. http://www.carriedyer.com/assets/faq_-_pdf
- i.** Website Link. http://www.carriedyer.com/-/t_.html#courses

OBJECTIVES

- a. Students will use techniques to develop voice and visual language.
- b. Students will explore formal aesthetics through perspective, color, texture, space and composition using photographic work, illustration and collage techniques.
- c. Students will practice creating compositions that have a unique visual hierarchy and a story to tell.
- d. Students will evaluate secondary meaning and symbolism through spatial arrangement, proximity, scale and other formal principles.
- e. Students will use Adobe Illustrator and Adobe Photoshop as tools for illustration.
- f. Students will embrace drawing as an important design process

READING

Reference the following texts:

-  | :
- 1.] *Graphic Design Thinking*, by Ellen Lupton, ISBN-10: 1568989792
 - 2.] *Design Is Storytelling*, by Ellen Lupton, ISBN-10: 194230319X
 - 3.] *Graphic Design: The New Basics*, by Ellen Lupton, ISBN-10: 9781616893323
 - 4.] *Area 2*, by Editors of Phaidon Press, ISBN-10: 0714848557

WHY

- 1. Software: Graphic Design industry standard software is robust with options, tools, panels, and graphic processes. This project is meant to help you start to navigate and understand how multiple programs work and flow together as well as learning a base facility with the software.
- 2. Process & Multiples: This project also focuses on process and making multiple deliverables. As we have studied how students learn it's clear that in the beginning you must do something multiple times to truly learn that skill and have an memorable experience.
- 3. Time Management: In the art and design fields (as well as many others) it's important to learn how to manage time and plan accordingly. This project requires a level of time management to help you explore this real world skill set.
- 4. Rigor: A level of rigor within your work and your portfolio sets you apart from other candidates. This project requires a level of commitment, focus, and attention to both holistic outcomes and detail.
- 5. Elements & Principles of Design: During our practice we will focus on form, the elements and principles of design and other factors that successfully translate visual form.
- 6. Imagery from Scratch: You are required to build imagery from scratch. Being able to create imagery is an important skill set to obtain.

VISUAL EXPLORATION ■

Visual Exploration is important. Below are examples of successful and creative design. A lot of these examples are Award Winning. I give you these links to explore and develop aspect of your own aesthetic. The Examples here are examples of my inspiration.

- __a. Main Pinterest Link. <https://www.pinterest.com/carrieadyer/>

- __b. / l o g o . design <https://www.pinterest.com/carrieadyer/l-o-g-o-design/>

- __c. brand guidelines / / / <https://www.pinterest.com/carrieadyer/brand-guidelines/>

- __d. >Identity< systems< <https://www.pinterest.com/carrieadyer/identity-systems/>

- __e. \ T Y P 3 _Candy. <https://www.pinterest.com/carrieadyer/t-y-p-3-candy/>

- __f. Layout Design. <https://www.pinterest.com/carrieadyer/layout-d3sign/>

- __g. Books-Zines. <https://www.pinterest.com/carrieadyer/books-zines/>

- __h. Analog Letterforms. <https://www.pinterest.com/carrieadyer/analog-letterforms/>

- __i. Text-Based Patterns. <https://www.pinterest.com/carrieadyer/text-as-pattern/>

- __j. Word Project. <https://www.pinterest.com/carrieadyer/word-project/>

- __k. Analog Type. <https://www.pinterest.com/carrieadyer/3d-type-analogue-type/>

- __l. Hand Drawn Phrase. <https://www.pinterest.com/carrieadyer/hand-drawn-phrase/>

- __m. Illustrated Letter Environment. <https://www.pinterest.com/carrieadyer/letter-environment/>

- __n. Typographic Collage. <https://www.pinterest.com/carrieadyer/typographic-collage/>

- __o. Intersecting Words. <https://www.pinterest.com/carrieadyer/intersecting-words/>

- __p. Experimental Typeface. <https://www.pinterest.com/carrieadyer/type-specimen/>

- __q. Typographic Systems. <https://www.pinterest.com/carrieadyer/typographic-systems/>