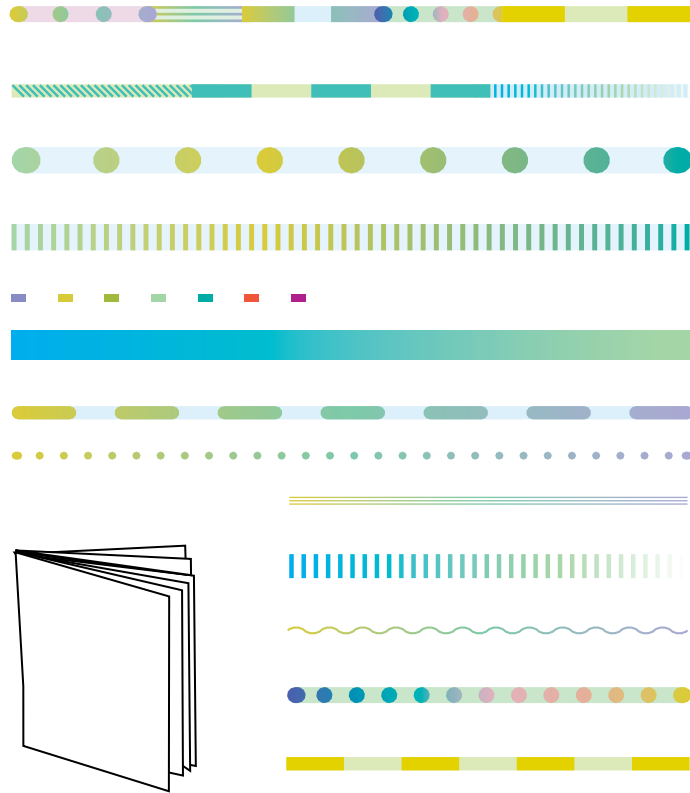


# DIGITAL SYSTEMS & METHODS // // // //



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.

→ [https://carriedyer.com/assets/u01\\_a\\_d\\_dsm\\_process.pdf](https://carriedyer.com/assets/u01_a_d_dsm_process.pdf) [Carrie Video]

Video on how to get started on the project, the website, overview of what we are doing, navigating the assignment process: <https://youtu.be/1JLcpS8SdY>

2. Watch: Video Overview of Student Examples. [Carrie Video]

This shows physical examples of the final books for the project.  
<https://youtu.be/M2ZdxK5aEUQ>

3. Links: Examples of Student Work:

- a. <https://drive.google.com/drive/folders/1Qv5xG3TDC0zTmPBJ2UKoSJ3xw4aw0TV?usp=sharing>
- b. [http://www.carriedyer.com/assets/u01\\_examples\\_digital\\_systems\\_and\\_methods.pdf](http://www.carriedyer.com/assets/u01_examples_digital_systems_and_methods.pdf)

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

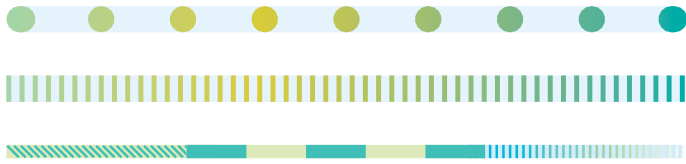
- 1. Software: Graphic Design industry standard software is robust with options, tools, panels, and graphic processes. This project is meant to help you start to navigate and understand how multiple programs work and flow together as well as learning a base facility with the software.
- 2. Process & 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 a 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/carriedyer/>
- \_b. / I o g o. design <https://www.pinterest.com/carriedyer/i-o-g-o-design/>
- \_c. brand guidelines / / / <https://www.pinterest.com/carriedyer/brand-guidelines/>
- \_d. >Identity< systems< <https://www.pinterest.com/carriedyer/identity-systems/>
- \_e. \ T Y P 3 \_Candy. <https://www.pinterest.com/carriedyer/t-y-p-3-candy/>
- \_f. Layout Design. <https://www.pinterest.com/carriedyer/layout-d3sign/>
- \_g. Books-Zines. <https://www.pinterest.com/carriedyer/books-zines/>
- \_h. Analog Letterforms. <https://www.pinterest.com/carriedyer/analog-letterforms/>
- \_i. Text-Based Patterns. <https://www.pinterest.com/carriedyer/text-as-pattern/>
- \_j. Word Project. <https://www.pinterest.com/carriedyer/word-project/>
- \_k. Analog Type. <https://www.pinterest.com/carriedyer/3d-type-analoge-type/>
- \_l. Hand Drawn Phrase. <https://www.pinterest.com/carriedyer/hand-drawn-phrase/>
- \_m. Illustrated Letter Environment. <https://www.pinterest.com/carriedyer/letter-environment/>
- \_n. Typographic Collage. <https://www.pinterest.com/carriedyer/typographic-collage/>
- \_o. Intersecting Words. <https://www.pinterest.com/carriedyer/intersecting-words/>
- \_p. Experimental Typeface. <https://www.pinterest.com/carriedyer/type-specimen/>
- \_q. Typographic Systems. <https://www.pinterest.com/carriedyer/typographic-systems/>

# DIGITAL SYSTEMS & METHODS.



# RUBRICS.



## DIGITAL SYSTEMS &amp; METHODS.

## ADOBE ILLUSTRATOR

#	Rubric Criteria	% Of	Draft Quality	Devel- oping	Meets Expecta- tions	Above Average	Stel- lar
1.	<b>Formal Qualities.</b> [Elements & Principles of Design]. Examples include: ___. Compositional qualities (layering & balance). ___. Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value.	20%	0	1	2	3	4
2.	<b>Experimentation, Originality, &amp; Visual Language.</b> Examples include: ___. Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___. Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___. Range & Variation in form, line, pattern. ___. Uniqueness of Form and implementation of successful design decisions. ___. Are objects / compositions sophisticated? ___. Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___. How are compositional aspects balanced? ___. Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___. Are there unique elements that express voice.	10%	0	1	2	3	4
3.	<b>Experimentation &amp; Originality of Vector Forms.</b> Examples include: ___. Form experimentation with cohesive shape, size, scale, line, weight, etc. ___. Range and Variation in form, line, pattern. ___. Experimentation with minimal and complex forms. ___. Uniqueness of Form and implementation of successful design decisions.	10%	0	1	2	3	4
4.	<b>Color.</b> [Experimentation with Color Palettes]. Examples include: ___. Color Palette includes your own mixed colors and not the default colors.	5%	0	1	2	3	4
5.	<b>Adobe Illustrator Technical Skills.</b> Examples include: ___. Technical development of Illustration skills & embracing digital tools. ___. Vector Technical Skills. ___. Crafting of vector objects.	10%	0	1	2	3	4
6.	<b>Required Experiments.</b> Did student complete all required experiments?	10%	0	1	2	3	4
7.	<b>Presentation.</b>	5%	0	1	2	3	4
8.	<b>Overall Process + Design Thinking:</b> Examples include: ___. Is student working on process and developing their work. ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design.	10%	0	1	2	3	4
9.	<b>Self-Driven Critique, Peer Critique, &amp; Studio Culture.</b>	10%	0	1	2	3	4
10.	<b>Professionalism + Positive Thinking.</b>	5%	0	1	2	3	4
11.	<b>Followed Submission Instructions?</b>	5%	0	1	2	3	4

DIGITAL SYSTEMS & METHODS.  
**ADOBE PHOTOSHOP.**



#	RUBRIC CRITERIA	% of grade	Draft Quality	Developing	Meets Expectations	Above Average	Stellar
1.	Formal Qualities using the Elements & Principles of Design. Examples include: ___. Compositional qualities (layering & balance). ___. Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value.	20%	0	1	2	3	4
2.	Layering.	5%	0	1	2	3	4
3.	Transparency.	5%	0	1	2	3	4
4.	Masking.	5%	0	1	2	3	4
5.	Experimentation and originality of photographic elements and raster forms. Examples include: ___. Form experimentation with cohesive shape, size, scale, line, weight, etc. ___. Range and Variation in form, line, pattern. ___. Uniqueness of Form and implementation of successful design decisions.	10%	0	1	2	3	4
6.	Color & Experimentation with Palettes. Examples include: ___. Color Pallet includes your own mixed colors and not the default colors.	5%	0	1	2	3	4
7.	Adobe Photoshop Technical Skills. Examples include: ___. Technical development of Photographic elements, brushes and Illustration while embracing digital tools. ___. Raster Technical Skills. ___. Crafting of raster elements.	10%	0	1	2	3	4
8.	Is there a Sense of Aesthetic Direction, Visual Language?	10%	0	1	2	3	4
9.	Required Experiments: Did student complete all required experiments?	5%	0	1	2	3	4
10.	Process: Is student working on process and developing their work. Examples include: ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design.	5%	0	1	2	3	4
11.	Self Driven Critique, Peer Critique, & Studio Culture.	10%	0	1	2	3	4
12.	Followed Submission Instructions?	10%	0	1	2	3	4

DIGITAL SYSTEMS & METHODS.

**4D / ANIMATION**



#	Rubric Criteria	% of grade	Draft Quality	Developing	Meets Expectations	Above Average	Stellar
1.	Formal Qualities using the Elements & Principles of Design. Examples include: ___. Compositional qualities (layering & balance). ___. Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value.	20%	0	1	2	3	4
2.	Complexity and Layering in motion.	5%	0	1	2	3	4
3.	3D Space [sides, value, scale], Masking, and/or Transparency.	5%	0	1	2	3	4
4.	Timing, Space, and Sequence.	5%	0	1	2	3	4
5.	Experimentation and originality of elements. Examples include: ___. Form experimentation with cohesive shape, size, scale, line, weight, etc. ___. Range and Variation in form, line, pattern. ___. Uniqueness of Form and implementation of successful design decisions.	10%	0	1	2	3	4
6.	Color & Experimentation with Palettes. Examples include: ___. Color Palette includes your own mixed colors and not the default colors.	5%	0	1	2	3	4
7.	Technical Skills. Examples include: ___. Technical development of 4D elements while embracing digital tools. ___. Crafting of 4D elements.	5%	0	1	2	3	4
8.	Is there a Sense of Aesthetic Direction, Visual Language?	10%	0	1	2	3	4
9.	Required Experiments: Did student complete all required experiments?	5%	0	1	2	3	4
10.	Process: Is student working on process and developing their work. Examples include: ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design.	5%	0	1	2	3	4
11.	Self Driven Critique, Peer Critique, & Studio Culture.	10%	0	1	2	3	4
12.	Professionalism + Positive Thinking.	5%	0	1	2	3	4
13.	Followed Submission Instructions?	10%	0	1	2	3	4

DIGITAL SYSTEMS & METHODS.

# ADOBE INDESIGN



Within this section of the assignment work on layout design using the elements and principles of design to organize each spread. The best examples of layouts experimented with unique self-directed cover designs using the students own visual language. Consider typefaces, editing leading and tracking, giving yourself nice margin spaces for visual flow. Consider developing emphasis and hierarchy within your typographic choices. Consider the cohesiveness of your aesthetic and repetition within your layout. The invisible underlying grid that is underlying every layout can be important to visualize. This is a good opportunity to use Character Styles in Adobe InDesign and Tables in Adobe InDesign.

#	Rubric Criteria	% of grade	Draft Quality	Developing	Meets Expectations	Above Average	Stellar
1.	Formal Qualities using the Elements & Principles of Design. Examples include: ___. Compositional qualities (layering & balance). ___. Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value.	20%	0	1	2	3	4
2.	Layout Design.	5%	0	1	2	3	4
3.	Cover Design. ___. Attention, styling, and sophistication of cover design.	5%	0	1	2	3	4
4.	Cohesiveness of Type & Layout.	5%	0	1	2	3	4
5.	Experimentation with Typography.	5%	0	1	2	3	4
6.	Grid. Is there consideration of an invisible underlying grid in the layout using Repetition with variation?	5%	0	1	2	3	4
7.	Negative Space, Flow, and Sequence.	5%	0	1	2	3	4
8.	Experimentation and originality of layout elements. Examples include: ___. Formal experimentation and with cohesion of design elements like type, hierarchy, shape, line, grid, page numbers, size, scale, line, weight, etc. ___. Range and Variation in form, line, pattern. ___. Uniqueness of Form and implementation of successful design decisions.	10%	0	1	2	3	4
9.	Color & Experimentation with Palettes. Examples include: ___. Color Pallet includes your own mixed colors and not the default colors.	5%	0	1	2	3	4
10.	Technical Skills. Examples include: ___. Technical development of layout design skills including margins, placement of images, pixelization, linked images versus embedded images.	5%	0	1	2	3	4
11.	Is there a Sense of Aesthetic Direction, Visual Language?	5%	0	1	2	3	4
12.	Required Experiments: Did student complete all required experiments?	5%	0	1	2	3	4
13.	Process: Is student working on process and developing their work. Examples include: ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design.	5%	0	1	2	3	4
14.	Self Driven Critique, Peer Critique, & Studio Culture.	5%	0	1	2	3	4
15.	Professionalism + Positive Thinking.	5%	0	1	2	3	4
16.	Followed Submission Instructions?	5%	0	1	2	3	4