



DIGITAL DESIGN: SECOND YEAR

Course Title: DD2270 A2 3(2-0-4) UT
Dates: Winter 2003
Class Time: Tuesday and Thursday 10:00 a.m. – 12:50 a.m.
Class Location: Design Studio 2

Instructor: Edward Bader
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Prerequisite: DD 2260

Course Description: Application of two-dimensional design principles, practices and aesthetics to creating for the World Wide Web, within the limitations set by bandwidth and Browsers.

Course in perspective: DD2270 is an intermediate level focusing on basic design, and concepts as related to the World Wide Web. This course will focus on design principles as related to the placement and use of hyper-text, images and multi-media elements such as sound, animation and video as an effective means of visual communication. This course will also introduce the basics of web page design involving the learning of HTML and principles of interactive design for the World Wide Web. The applications used in this course will be Adobe Illustrator, Adobe PhotoShop, Flash, Director and Dreamweaver.

Required Texts:

HTML for the World Wide Web: Visual QuickStart Guide by Elizabeth Castro.
 Peachpit Press, Berkley, CA, 2001 . Cost: \$29.95

Macromedia Flash 5 for Windows & Macintosh: Visual QuickStart Guide by Katherine Ulrich.
 Peachpit Press, Berkley, CA, 2001 . Cost: \$32.95

Dreamweaver 3 for Windows and Macintosh: Visual Quick Start Guide by J.Tarin Towers
 Peachpit Press, Berkley, CA, 2001 . Cost: \$29.95

Assignments: Students can expect to put in a minimum of 15 hours per week on out-of-class work. Assignments will be expected on the date required. Failure to complete projects on time for class critiques will effect the student's final evaluation.

Objectives:

1. Learn the basic principles of two-dimensional design: line, shape, value, texture, color, tone and composition.
2. Examine and explore the use of interactive multi-media as a of visual communication.
3. Develop the basic computer skills and techniques applicable web authoring programs.
4. Learn the principles of Web page design with consideration for bandwidth.

Criteria for Evaluation:

1. The level of creativity and craftsmanship demonstrated.
2. The degree of knowledge and understanding of the elements principles of this particular studio discipline.
3. Portfolio presentations will be required throughout the duration of this course.
4. Professional orientation as indicated by enthusiasm, commitment, involvement and flexibility in collective and individual critiques.

Assessment and Grading: Mid-term: 35% Grade based on assignments completed by **Tuesday, Marc4 5, 2003.**
Final: 35% Grade based on final portfolio by **Thursday, April 15, 2003.**
Exams: 10% Grade based on an average of exams throughout the term.
Worksheets: 10% Grade based on completed worksheets throughout the term.
Involvement: 10% grade based on participation, critique contributions, *class attendance.*

Note: No late assignments will be accepted unless accompanied by a doctor's note. **Late assignments will receive a 0% grade .**

More than 20% absenteeism from class will result in the student being asked to leave the class. Further, if students fail to complete and submit 85% of the grade requirements of the term mark they will not be allowed to complete the course. In such a case, the student will automatically receive a failing grade of DB (debarred).

Food and drinks are not permitted in the computer lab!