

# Technical Career Institutes

## Digital Media Arts

**DMA-103 Fundamentals of Digital Design**  
**1 Credit, 2 Hours/Week**

**DMA**  
**Spring 2010**

Faculty Member: Julia Hutchinson  
Office Hours(s): Thurs. 11:15 – 12:15  
Room: Rm. 418 (4<sup>th</sup> Floor)  
Website: [www.dmaclasses.com](http://www.dmaclasses.com)  
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**Texts:** "The Non-Designer's Design and Type Books", Deluxe Edition (Paperback)  
by Robin Williams; (ISBN 10: 0321534050 / ISBN-13: 978-032153405)

The Color Index, by Krause, ISBN 1-58189-236-6

**References:** Robin Williams Design Workshop, by Robin Williams and John Tollett (Peachpit Press, ISBN 0-201-70088-3)

The Non-Designer's Web Book, 2<sup>nd</sup> edition, by Robin Williams and John Tollett (Peachpit Press, ISBN 0-201-71038-2)

**Description:** This is a fundamental course of digital design theories and practices. Digital imaging, illustration and the concepts of HTML are also discussed.

### Specific Class Objectives:

#### By MIDTERM:

- Core Design Principles (Contrast, Repetition, Alignment, Proximity)
- Managing Fonts & Understanding Typography

#### By FINAL:

- Image Optimization & Color for the Web
- Webpage Components
- Basic HTML Standards

## **STUDENTS PLEASE NOTE**

**Homework:** There will be various homework assignments that you will be expected to complete. Failing to hand in homework assignments on time will have a negative impact (meaning lowering) your final grade for this course.

**Attendance:** Attendance is mandatory for all classes because new information is provided each week. Attendance will be taken in the beginning of each class. It is important that you do not miss class period.

**Attendance Addendum:** Students who have 5 or more absences for a course will not pass the course, even with a re-entry form from Student Affairs. The exception, at the discretion of the instructor, will be considered for students who have documented verification of extraneous circumstances and were in good standing prior to the absenteeism.

**Lateness:** For the benefit of all students, your punctuality is expected to be able to complete the class objectives during the class period.

**Weekly Class Schedule:** We have educational goals to complete by the midterm and then by the final exam; but depending on how the class is proceeding, the schedule may change for any given week.

<b><u>Method of Evaluation:</u></b>	10%	Attendance
	10%	Quiz 1
	10%	Quiz 2
	10%	Class Exercises & Assignments
	20%	Look Book
	20%	Midterm Project
	20%	Final Project

**Instructors Suggested Methodology:** Instructor should introduce the student to this Digital Design Fundamentals through labs, handouts, and samples that students can analyze, compare and refer to in their attempt to learn the design concepts. Instructors will solicit conversation from each student to ensure the comprehension of topics discussed in class.

Week	Lesson	Assignment
1	Course Introduction	
2	Principles: Contrast & Repetition Discussing the Design Process	
3	Typography - Part 1 Basic Category of Fonts Anatomy of a Font	
4	Typography - Part 2 Downloading & Installing Fonts 6 Kinds of Typographic Contrast	
5	Principles: Alignment & Proximity Discuss the Midterm Project: "Font Scavenger Hunt"	
6	<b>Exam #1</b> & <b>Look Book Review</b>	
7	<b>Midterm Project Due</b>	
8	Understanding RGB, Hexadecimal, and Web Safe Color	
9	Basic Parts of a Webpage Image Optimization	
10	<b>Exam #2</b> & <b>Look Book Review</b>	
11	Discuss the Final Project: "What the Helvetica?!" <b>Film: "Helvetica"</b>	
12	TBA	
13	Final Project is Due	
14	TBA	

