

DEREE COLLEGE SYLLABUS FOR: <b>GD 4646 DIGITAL DESIGN II</b>											
(Fall 2021)	<b>UK LEVEL 6</b> <b>UK CREDITS: 15</b> <b>US CREDITS: 3/1/3</b>										
<b>PREREQUISITES:</b>	CS 1070 Introduction to Information Systems GD 2203 Graphic Design I ITC/GD 2110 Digital Tools for Graphic Design and Production GD 2002 Research-Concept-Design GD 3333 Digital Design I GD 3412 Graphic Design II										
<b>CATALOG DESCRIPTION:</b>	Diverse approaches and tools for the creation of digital visual content that can be utilized onto printed, digital or AR/VR applications; motion graphics and 3D content; applied skills for emerging visual communication technologies.										
<b>RATIONALE:</b>	This course exposes students to the world of 3-Dimensional and 4-Dimensional visual content for graphic designers. Through exercises, the students will experiment, employ and compose visual design solutions in motion graphics, 3D visualization and 3D printing. By using appropriate software tools, students will be able to imagine and create environments, objects and imagery that can complement their printed, online, streaming or Augmented/Virtual Reality visual solutions. In the course, students will discuss and debate the applications of advanced image technologies in the current media and social context.										
<b>LEARNING OUTCOMES:</b>	As a result of taking this course the student should be able to: <ol style="list-style-type: none"> <li>1. Develop animated imagery and typography.</li> <li>2. Design visual content for streaming and social media dissemination.</li> <li>3. Compose 3-Dimensional visualizations.</li> <li>4. Create design proposals for Virtual/Augmented reality.</li> </ol>										
<b>METHOD OF TEACHING AND LEARNING:</b>	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> <li>→ Classes consist of lectures, demonstrations, and problem solving sessions, applied projects, class critiques and discussions.</li> <li>→ Visits to companies and/or production sites.</li> <li>→ Attendance of lectures/workshops by professionals offered on campus and/or in companies.</li> <li>→ Studios: students are encouraged to use studio facilities for the completion of their works.</li> <li>→ Media labs: students use media labs for the completion of projects and portfolios.</li> <li>→ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture and reading material.</li> <li>→ Use of Blackboard, where instructors post assignments, instructions, announcements, as well as additional resources.</li> </ul>										
<b>ASSESSMENT:</b>	<table border="1" style="width: 100%;"> <tr> <td colspan="2"><b>Summative:</b></td> </tr> <tr> <td>First assessment: Submission of project</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Final assessment: Submission of final project</td> <td style="text-align: right;">60%</td> </tr> <tr> <td colspan="2"><b>Formative:</b></td> </tr> <tr> <td>Multiple formative assignments</td> <td style="text-align: right;">0</td> </tr> </table> <p>The formative exercises aim to prepare students for the assessments.            The first assessment tests Learning Outcomes 1, 2.            The final assessment tests Learning Outcomes 3, 4.            Students are required to resit failed assessments in this module.</p>	<b>Summative:</b>		First assessment: Submission of project	40%	Final assessment: Submission of final project	60%	<b>Formative:</b>		Multiple formative assignments	0
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<b>INDICATIVE READING:</b>	<p><b>REQUIRED READING:</b>            Greengard, Samuel. <i>Virtual Reality</i>. The MIT Press, 2019</p> <p><b>RECOMMENDED READING:</b>            Pesce, Mark. <i>Augmented Reality: Unboxing Tech's Next Big Thing</i>. Polity Press, 2019.</p>										

	Platz, Cheryl. <i>Design Beyond Devices: Creating Multimodal, Cross-Device Experiences</i> , Rosenfeld Media 2020
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	<b>REQUIRED MATERIAL:</b> Computer with design software (Adobe After Effects, Illustrator, Photoshop)  <b>RECOMMENDED MATERIAL:</b>
<b>COMMUNICATION REQUIREMENTS:</b>	Ability to present and discuss work in front of an audience Preparing a remote presentation
<b>SOFTWARE REQUIREMENTS:</b>	Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe Dimension  Optional software: Blender 3D Facebook SparkAR Cinema4D
<b>WWW RESOURCES:</b>	<a href="https://arvr.google.com/">https://arvr.google.com/</a> <a href="https://mixedreality.mozilla.org/">https://mixedreality.mozilla.org/</a> <a href="https://www.apple.com/augmented-reality/">https://www.apple.com/augmented-reality/</a> <a href="https://www.thevrara.com/">https://www.thevrara.com/</a> <a href="https://www.digitaltrends.com/virtual-reality/">https://www.digitaltrends.com/virtual-reality/</a> <a href="https://www.nvidia.com/en-us/technologies/virtual-reality/">https://www.nvidia.com/en-us/technologies/virtual-reality/</a> <a href="https://vrscout.com/">https://vrscout.com/</a> <a href="https://www.vrfocus.com/">https://www.vrfocus.com/</a>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. Basic animation techniques in 2D</li> <li>2. Animated and 3D type</li> <li>3. Design of 3D environments/objects</li> <li>4. Creation of 3D forms for 3D printing</li> <li>5. Rendering and compositing</li> <li>6. Visual principles and design for AR/VR</li> <li>7. Social and technological implications of emerging technologies</li> <li>8. Presentation skills</li> </ol>

