EST-100 : Designing, Producing & Presenting Multimedia Projects
Course Syllabus for Spring 2020

Credits: 3

Meeting Days: Tuesday & Thursday

Meeting Time: 9:00 - 10:20

Meeting Room: TBD

Instructor: Maurice Bess

Office: B 321

Office Phone: 032.626.1339

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I. Course Description

This course introduces computer applications and a selection of creative tools and the skills necessary to be successful in today's digital world. Students will learn essential design principles for the creation of digital content and apply those skills by completing projects in both Adobe Photoshop and Illustrator. These projects will teach students how to create a well thought out composition to convey a clear message to a target audience. Effective information presentation skills will be developed by producing and showcasing a portfolio of work using Microsoft PowerPoint.
Advisory Prerequisite: None

II. Learning Outcomes

• Identify essential design principles in areas such as layout design, color theory, and composition
• Effectively choose and execute a creative approach to given design problems
• Learn and exercise basic working proficiency in Photoshop, Illustrator, and PowerPoint
• Discuss and examine design solutions to be able to provide useful feedback
• Develop effective skills and techniques for presenting digital content

III. Software

It is highly recommended that you subscribe to the Adobe Creative Cloud due to the limited amount of time that the lab will be open for you to work in.

IV. Evaluation

Students will be evaluated on the completion of several projects in both Adobe Illustrator and Adobe Photoshop as well as their attendance, midterm, and final presentation. For the assignments completed using Photoshop and Illustrator, grades are based on the implementation of learned design principles in addition to the proper use of software tools.

Both the final output image and the working file are evaluated. Final presentations will consist of all work that is produced for the semester. Grades are based on slide composition and the ability to present this material confidently and within the given amount of time. The midterm is a written exam that will test students' knowledge of design principles as well as questions related to proper workflow in photoshop. Attendance in all classes is mandatory. Students not present during attendance will be marked absent unless the professor is notified of your late arrival at the end of the class. Every 3 lates will be marked as 1 absence and 7 unexcused absences is recorded as an automatic fail.

V. Grade Percentage

Attendance:	**10%**
Photoshop:	**25%**
Midterm:	**15%**
Illustrator:	**25%**
Final Presentation:	**25%**

VI. Course Schedule

The following schedule represents the intended order of lectures for this course. The instructor has the academic freedom to revise the order of this material at their discretion or in response to the students needs and interests provided it adheres to the overall course objectives and learning outcomes.

Week	Class Session (Every Thursday class will be used for lab work)
1	**Lecture:** Design Principles What are the rules of good design? **Assignment:** Find a design that you like which implements some design principles discussed
2	**Lecture:** Introduction to Adobe Photoshop Workspace overview, basic tools, layers, non destructive workflows **Assignment:** Create a compilation image by combining multiple images using techniques shown in class
3	**Lecture:** Photo Editing Tools and Techniques How do I and and remove elements of a photo? How do I enhance photos? **Assignment:** Edit a photo of yourself to create a stylized self portrait
4	**Lecture:** Typography How do I incorporate text into my design? **Assignment:** Combine text and photos to create a bold new image

Week	Class Session (Every Thursday class will be used for lab work)
5	**Lecture:** Color Theory What is the meaning of a color? How are colors combined to create new ones? **Assignment:** Define a new color theme for a photo
6	**Lecture:** Basic Animation in Photoshop What are timelines and how are they used? **Assignment:** Create a Cinemagraph
7	**Midterm Exam**
8	**Lecture:** Introduction to Adobe Illustrator Workspace overview, tools, basic workflow **Assignment:** Create an app icon in 4 distinct styles / color themes
9	**Lecture:** Visual Hierarchy How do I arrange information to maximize the intended impact? **Assignment:** Create a poster for a musical artist
10	**Lecture**: Layout Design What are the rules for good layout design? **Assignment**: No Assignment
11	**Lecture:** Visualizing data How do I represent my data in a way that is easy to understand? **Assignment:** Create an Infographic representing real data
12	**Lecture:** Business Card and Resume Design How do I design my business card and resume so I can be noticed? **Assignment:** Design sample business card & resume
13	**Lecture:** Using PowerPoint Basics of a good PowerPoint **Assignment:** No Assignment
14	**Lecture:** Presentation Techniques How do I present to my audience? **Assignment:** No Assignment
15	**Final Presentations**

VII. Recommended Readings

- Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design - William Lidwell, Kritina Holden, Jill Butler
- Pixel Perfect Precision, Version 3 - Produced by ustwo
https://downloads.ctfassets.net/gw5wr8vzz44g/2bMTFo4agkUgmsSgeu8uik/9d2d7e4ee7d655ca847a009329e20976/PP3.pdf

VIII. Useful Online Resources

- https://www.behance.net/
- https://helpx.adobe.com/photoshop/user-guide.html
- https://informationisbeautiful.net/blog/
- https://buffer.com/library/53-design-terms-explained-for-marketers
- The Beauty of Data Visualization - David McCandless, TED Talks
https://www.ted.com/talks/david_mccandless_the_beauty_of_data_visualization?referrer=playlist- how_to_make_a_great_presentation
- https://inspirationfeed.com/korean-graphic-design/

IX. University Policies

Class Disruptions: Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty are required to report to the Office of Judicial Affairs any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn. Faculty in the HSC Schools and the School of Medicine are required to follow their school-specific procedures.

Plagiarism Statements and Academic Dishonesty: Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty are required to report any suspected instances of academic dishonesty to the Academic Judiciary. Faculty in the Health Sciences Center (School of Health Technology & Management, Nursing, Social Welfare, Dental Medicine) and School of Medicine are required to follow their school-specific procedures. For more comprehensive information on academic integrity, including categories of academic dishonesty, please refer to the academic judiciary website at http://www.stonybrook.edu/uaa/academicjudiciary/

The Americans with Disabilities Act: If you have a physical, psychological, medical or learning disability that may impact your course work, please contact the One-Stop Service Center, Building A201, (82) 32-626-1117. They will determine with you what accommodations, if any, are necessary and appropriate. All information and documentation is confidential. Students who require assistance during emergency evacuation are encouraged to discuss their needs with

their professors and Disability Support Services. For procedures and information go to the following website: http://www.sunysb.edu/ehs/fire/disabilities.shtml.

Sexual Misconduct: Title IX makes it clear that violence and harassment based on sex and gender (which Includes sexual orientation and gender identity/expression) is a civil rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, color, religion, age, status as a person with a disability, veteran's status or genetic information. If you or someone you know has been harassed or assaulted, you are encouraged to report it.