

# DESIGN

PHOTOGRAPHY, GRAPHIC DESIGN, MOTION GRAPHICS, WEB DESIGN

**Instructor:** Mike Henderson

## **Class Description:**

The creativity of designers is everywhere you look: on the web, television, commercials, magazines, film, product packaging. However, design is more than just appearances—it's understanding how to communicate with and influence the audience. Learn how to create and use photography, illustrations, typography, color, 3D graphics, and animation to tell your story.

Learn to take photos, incorporate them into compelling designs, make your designs in 3D motion graphics, and share your work with the world on a website.

Industry guest lecturers will be part of the class experience.

## **Structure:**

Class Size: 20

Days: Wednesday & Thursday

Class Time: 4:30-6:30

Design is a tuition free 32 week course split into four 8 weeks sessions. Students can take one or more of these sessions. First year students are encouraged to complete all four sessions of one course.

## **Class Objectives:**

- Foster creativity and innovation.
- Improve communication skills through design and within creative workgroups.
- Learn various career paths in the digital media field and associated education opportunities.
- Learn computer skills, lighting skills, camera operation, workflow techniques, design and programming languages.

## **Learning Objectives:**

After successful completion of this class, students will understand:

- How to operate a still camera.
- Lighting a studio.
- Color correcting photography.
- How to create designs combining photography, illustration, and type.
- Expressing themselves through design.
- Working with a group in a creative environment.

## **PreRequisites**

- basic computer skills

- be motivated

## **Class Timeline:**

### **PHOTOGRAPHY (Weeks 1-8)**

#### **Outdoor photography at River Park**

- Composition
- Landscapes and Macro

#### **Camera - basics of operation**

- Exposure
- Aperture
- ISO
- beginning white balance

#### **Lighting for studio**

- Light sensor
- Portrait lighting techniques

#### **File types**

- Jpegs, PSDs, TIFFs, png,
- Color types - RGB & CMYK
- Resolutions for various mediums

#### **Digital Darkroom**

- Color correction
- Camera Raw
- Collage
- Masking, Blend modes

#### **Projects**

Students will create the following pieces:

- landscape photograph
- portrait or product photograph
- collage

### **DESIGN (weeks 9-16)**

#### **Basic Drawing**

- Line
- Draw by hand, draw digitally
- Color
- Color design, wheel, how to choose colors in programs
- Pixelate images and draw color palette
- Shape
- Texture

#### **Learn from the Masters**

- Color and design from The Louvre

#### **Typography**

- Type basics
- Font Families
- Advanced Typesetting (kerning, tracking, leading)
- Styling Type (Glyphs, ligatures, capitalization)

#### **Get Graphic**

Intro to Illustrator and Photoshop

- Graphics for web

- Graphics for film
- Design a multi-character movie poster

### **Careers - See like a designer**

- Art Directors
- Production Design
- Interior Design
- Fashion Design
- Game Design
- Architecture

### **Media literacy**

- The role of a media maker
- Responsibility and ethics related to digital photography and design
- Open source software and how it is used
- Stock photography

### **Projects**

Students will create:

- Poster
- Print or web advertisement

## **MOTION GRAPHIC & ANIMATION (Weeks 17-24)**

### **Flash**

- Basic animation techniques for web
- Animation for games

### **Apple Motion**

- 3-D motion graphics for film, commercials, television, etc.
- Titles and credit rolls
- Create a 30 second motion graphics commercial

### **Projects**

Students will create:

- Flash animation
- 15 second motion graphics commercial

## **INTRO TO WEB DESIGN (Weeks 25-32)**

### **How the Internet works**

- Computers, Mobile devices, servers, internet service providers

### **CSS & HTML**

- Using Dreamweaver to build and design websites

### **Collaborative Site Creation**

- Understanding and circumventing the challenges in working collaboratively on evolving Web projects
- Learn MAPS production logo and branding standards.

### **Outcomes:**

- Photography Show
- Posters Display
- Showcase Motion Graphics & Animation @ Student Film Festival
- Group website and Pro-Bono client site

## **Evaluation:**

- Quality of Art Produced
- Knowledge of technical / computer skills
- One on One interviews
- Exit Surveys



## **Program Goals:**

- *Provide safe after-school mentoring programs for Ravalli County High School students in the media arts.*
- *Develop skills in communication, teamwork, community awareness, problem solving and media literacy.*
- *Promote positive development through individuality, leadership and creative and intellectual curiosity.*
- *Increase vocational opportunities.*