RIDER UNIVERSITY

[ART-150-AA1: Digital Foundations — Spring 2024](#)
Course Syllabus

Meeting Time and Location: Monday, 8:20-11:20 AM, Fine Arts 249
Instructor: Matthew DiMatteo (he/him)
Email: mdimatteo@rider.edu
Office Hours: Monday, Wednesday, Friday 12:30-1:30 PM or by appointment, Fine Arts 214

Contents

Mutual respect and a commitment to inclusiveness are crucial to a positive learning environment. In this course, we will honor the diversity of all members of the Rider community by fostering a learning environment that is respectful of other classmates based on their identities and past experiences, including race, ethnicity, national origin, gender, sexuality, age, religion, culture, veteran status, and disability. I encourage any student who has concerns about the climate of this classroom or the behavior of others in the class to discuss matters with the instructor or the chair of the instructor's department.

Health and Wellness Resources

Student Health Center: Poyda Hall — healthcenter@rider.edu **609-896-5060**
Counseling Center: Zoerner House — counseling@rider.edu **609-896-5157**
Healthy Broncs Portal — Appointments, Medical Forms
National Suicide and Crisis Lifeline: **Dial 988**
Local Therapy Resources: https://findtreatment.samhsa.gov/
Report an Incident

Tutoring and Accessibility Support

Academic Success Center: Bart Luedeke Center, Suite 237, academicsuccesscenter@rider.edu
Student Accessibility and Support Services: Bart Luedeke Center, Suite 201, accessibility@rider.edu

Course Description

Digital Foundations provides an introduction in the use of industry standard tools and methods employed in the field of digital art and design. Basic concepts of composition, form, texture, value, and color in two-dimensional design are explored. A focus will be placed on 2D rendering with contemporary tools, as well as underlying theory and critique.

Course Learning Goals

On successful completion of the course, students will be able to:

1. Demonstrate proficiency in standard digital software and production methods.
2. Articulate the implications of digital technology as related to concept, design and aesthetic.
3. Critique and contextualize their own work and the work of others in a contemporary setting.

Course Requirements

1. Students will be expected to arrive to class on time, participate in class discussions and workshops, present, discuss, and defend ideas, and complete assignments by the date due. In the event of absence, students are responsible for communicating with the instructor in a timely manner, catching up on material covered in class, and completing any missed assignments.
2. Students should expect to spend a few hours per week outside of class time to complete assignments. Students are strongly encouraged to work consistently throughout the semester. Always take into account lab hours and possible technical problems when planning the time you will spend on assignments.
3. Students are responsible for saving and backing up their work, and are strongly encouraged to utilize multiple backup locations, such as external hard drives and cloud storage services (such as Google Drive, Dropbox, etc.) in addition to personal computers. Because students are expected to routinely back up their files, the loss of data is not considered an acceptable excuse for late or missing work.

Course Materials

1. **Required Software** — Students will use the Adobe Creative Cloud applications Photoshop, Illustrator, and XD. This software can be accessed through your Rider account — from the sign-in page, first enter *rider.edu* into the email address field. You will then be redirected to a Rider University portal where you can log in using your Rider email address and password. For more information, follow this Adobe CC Getting Started Guide on Canvas. This process will also be covered in our first meeting.
2. **Recommended Textbook** — The following textbook may be useful and is recommended for this course, available through the Rider bookstore:
   a. Adobe Illustrator Classroom in a Book by Brian Wood. Pearson, 2024
3. **Canvas** — Resources such as class slides, stock media, and other materials will be posted in the Files section. Assignment instructions and submission can be found in the Assignments section. The Announcements section will be used to post notifications on weather-related scheduling changes or any other relevant news. Any announcements made will also be copied as a class-wide email.
4. **Royalty-Free Stock Media Websites** — Students will use free services such as Pexels, Unsplash, and Pixabay to obtain royalty-free images for incorporation in projects.
5. **External Storage** — Highly recommended for storing and transferring files (useful not only for this course). A personal Google account includes 15 GB of free cloud storage. iCloud and Microsoft OneDrive offer 5 GB of free cloud storage. A physical external storage device is also recommended. A 1 TB drive can be a good personal investment for storing files beyond the scope of this course. Keep in mind that these drives may need to be formatted. View these slides on Canvas for detailed instructions on the formatting process.
6. **Sketchbook/Notebook** — Recommended for sketching out concepts, jotting down notes.

Assignments and Grading

Individual students' grades will be determined as a percentage out of the **500 points possible** to be earned on the following assignments:

- **38% Design Deliverables**: 8 for 190 pts
- **14% Photoshop Assignments**: 3 for 70 pts
- **12% Final Project**: 60 pts
- **12% Revisions**: 3 of 8 for 60 pts (20 pts each)
- **10% Critiques**: 5 of 8 for 50 pts (10 pts each)
- **06% Tutorials**: 3 for 30 pts (10 pts each)
- **04% Attendance**: 20 pts (4 free passes; -2 pts per unexcused absence, -1 pt per tardiness of 30+ min)
- **04% Conduct**: 20 pts

Extra Credit

- Students may submit additional **revisions** and **tutorials** and participate in additional **critiques** beyond what is required for the course, up to a **maximum of 50 pts or 10% extra credit**. Due by 5:30 PM on May 3.

Late Work

- All assignments (unless otherwise specified) must be submitted electronically to Canvas **by 5:30 PM** on the date due. **Assignments handed in late, without a proper excuse, will receive a grade penalty of -10% each week they are late**. Assignments not turned in at all will receive a grade of 0.

Grading Scale

A   93.50-100%   (468-500 pts)
A-   89.50-93.49% (448-467 pts)
B+   86.50-89.49% (433-447 pts)
B   83.50-86.59% (418-432 pts)
B-   79.50-83.49% (398-417 pts)
C+   76.50-79.49% (383-397 pts)
C   73.50-76.49% (368-382 pts)
C-   69.50-73.49% (348-367 pts)
D   59.50-69.49% (298-347 pts)
F   0-59.49%   (0-297 pts)

Students must earn a **D or higher to pass the course** and receive credit; however, students are strongly encouraged to earn a C or higher in each of their courses in order to maintain the necessary Grade Point Average of 2.0 or higher to avoid being placed on Academic Probation.

Assignments by Category

Design Deliverables: 8 for 190 pts (38% of Semester Grade)

Due Jan. 29:	Design Deliverable #1: Brand Identity Overview	10 pts / 2% of Semester Grade
Due Mar. 4:	Design Deliverable #2: Style Tile	25 pts / 5% of Semester Grade
Due Mar. 25:	Design Deliverable #3: Logo Design	20 pts / 4% of Semester Grade
Due Apr. 1:	Design Deliverable #4: Promotional Artwork	25 pts / 5% of Semester Grade
Due Apr. 8:	Design Deliverable #5: Character Design	20 pts / 4% of Semester Grade
Due Apr. 15:	Design Deliverable #6: UI Kit	30 pts / 6% of Semester Grade
Due Apr. 15:	Design Deliverable #7: Icon Set	20 pts / 4% of Semester Grade
Due Apr. 22:	Design Deliverable #8: Wireframe	40 pts / 8% of Semester Grade

Photoshop Assignments: 3 for 70 pts (14% of Semester Grade)

Due Feb. 12:	Photoshop Assignment #1: Thematic Collage	20 pts / 4% of Semester Grade
Due Feb. 19:	Photoshop Assignment #2: Social Media Images	20 pts / 4% of Semester Grade
Due Feb. 26:	Photoshop Assignment #3: Photo Restoration	30 pts / 6% of Semester Grade

Final Project: 60 pts (12% of Semester Grade)

Due Apr. 29:	Final Design Deliverable: User Experience Prototype	60 pts / 12% of Semester Grade

Revisions: 60 pts (12% of Semester Grade)

Due May 3:	3 of 8 Revisions Completed	60 pts / 12% of Semester Grade

Critiques: 50 pts (10% of Semester Grade)

Due Apr. 22:	5 of 8 Critiques Participated in	50 pts / 10% of Semester Grade

Tutorials: 30 pts (6% of Semester Grade)

Due May 3:	3 Illustrator In-App Tutorials Completed	30 pts / 6% of Semester Grade

Attendance: 20 pts (4% of Semester Grade)   20 pts / 4% of Semester Grade
Assessed at end of semester

Conduct: 20 pts (4% of Semester Grade)   20 pts / 4% of Semester Grade
Assessed at end of semester

Assignments Calendar

Date Due	Assignment	Points Possible
Jan. 29:	Design Deliverable #1: Brand Identity Overview	10 pts / 2% of Semester Grade
Feb. 12:	Photoshop Assignment #1: Thematic Collage	20 pts / 4% of Semester Grade
Feb. 19:	Photoshop Assignment #2: Social Media Images	20 pts / 4% of Semester Grade
Feb. 26:	Photoshop Assignment #3: Photo Restoration	30 pts / 6% of Semester Grade
Mar. 4:	Design Deliverable #2: Style Tile	25 pts / 5% of Semester Grade
Mar. 25:	Design Deliverable #3: Logo Design	20 pts / 4% of Semester Grade
Apr. 1:	Design Deliverable #4: Promotional Artwork	25 pts / 5% of Semester Grade
Apr. 8:	Design Deliverable #5: Character Design	20 pts / 4% of Semester Grade
Apr. 15:	Design Deliverable #6: UI Kit	30 pts / 6% of Semester Grade
Apr. 15:	Design Deliverable #7: Icon Set	20 pts / 4% of Semester Grade
Apr. 22:	Design Deliverable #8: Wireframe	40 pts / 8% of Semester Grade
	Critiques (5 of 8 Participated in)	50 pts / 10% of Semester Grade
	Attendance	20 pts / 4% of Semester Grade
	Conduct	20 pts / 4% of Semester Grade
Apr. 29:	Final Design Deliverable: User Experience Prototype	60 pts / 12% of Semester Grade
May 3:	Revisions (3 of 8 Completed)	60 pts / 12% of Semester Grade
	Tutorials (3 Completed)	30 pts / 6% of Semester Grade
		500 pts Total

Assignment Instructions

Design Deliverable #1: Brand Identity Overview

10 pts

Due Week 3 (Feb. 5)

Instructions
- In a few sentences, **describe your idea for a brand identity**. Your brand could represent a personal portfolio, a side project, or something hypothetical like an imaginary company or invention. Your brand could also represent an idea for an app, game, or other piece of software.
- Over the course of the semester, you'll create artwork supporting this brand, culminating in a concise user experience prototype (design for a website, app, piece of software, game HUD or menu, etc. representing your brand), so choose something you'll enjoy working on.
- Your brand description should make clear what **purpose** the brand serves. If it is a business, what products and/or services does it offer? If it is an idea for an app, game, or other piece of software, what does this software do, and how might it work? If it is a personal portfolio, what type of work will the portfolio feature?
- Your brand description should include **3 adjectives** describing your brand's **style**. Is it "edgy," "reliable," "cutting-edge," "traditional," "geeky," "refined," "luxurious," "spontaneous," etc.?
- Your brand description should specify the **target audience**: is there a primary age range, geographic region, interest or occupation, etc. you are targeting? For a personal portfolio, what types of employers are you looking to appeal to?

Grading Criteria
- **5 pts: Brand Purpose** — The brand's purpose is clearly described in good detail.
- **3 pts: Style** — 3 adjectives are listed to describe the brand's style.
- **2 pts: Target Audience** — The brand's target audience is clearly defined.

Submitting Your Work — Post to Canvas by 5:30 PM on the due date listed above
- Submit as a file upload (Word, Google Doc, PDF, Rich/Plain Text), comment, or media recording

Photoshop Assignment #1: Thematic Collage

20 pts (4% of Semester Grade)

Due Week 4 (Feb. 12)

Instructions

- Choose a topic or theme. Using Adobe Photoshop, create a collage with at least 15 images related to that topic, each organized on its own layer.
- Do your best to arrange images thoughtfully, leaving minimal blank space and adhering to the theme.
- Please also include one shape layer and one text layer, using the shape and type tools.

Grading Criteria

- **15 pts: 15+ Layers** — There are at least 15 layers used, and each incorporated image, shape, text box, etc. is placed on its own layer.
- **3 pts: Design** — Objects in the collage are placed thoughtfully, leaving minimal blank space and cohering with a central theme/topic.
- **1 pt: Shape** — At least one shape layer is meaningfully included in the collage.
- **1 pt: Text** — At least one text layer is meaningfully included in the collage.

Submitting Your Work — Post to Canvas by 5:30 PM on the due date listed above

Please upload a compressed (.zip) file containing:

- Your Photoshop document (.psd) — I cannot grade this assignment without your PSD file submitted
- Your project exported as an image file (.png / .jpg / .jpeg)

Photoshop Assignment #2: Social Media Images

20 pts (4% of Semester Grade)

Due Week 5 (Feb. 19)

Instructions

- Use **royalty-free media services** like Pexels, Unsplash, and Pixabay to find **3 images** that could be used in an **Instagram post for your personal brand**, and **2 images** that could be used in a **YouTube channel banner** for your brand.
- **Format each image** to the **dimensions** required for **Instagram** posts and **YouTube** channel banners:
  - Instagram — See https://help.instagram.com/1631821640426723
  - YouTube — 2560 x 1440 pixels (ideal) or 2048 x 1152 pixels (minimum)
- **Optimize each image** using the techniques discussed in class to ensure each image is **less than 1 MB** in size.
- **Cite each royalty-free image** used by **providing a URL** to where you found the image.

Grading Criteria

- **6 pts: Instagram Format** — 3 images are included whose dimensions meet the requirements for Instagram posts.
- **4 pts: YouTube Banner Format** — 2 images are included whose dimensions meet the requirements for YouTube channel banners.
- **5 pts: Optimization** — All five images are each less than 1 MB individually.
- **5 pts: Citations** — All five images have been cited via URL.

Submitting Your Work — Post to Canvas by 5:30 PM on the due date listed above

Please upload a compressed (.zip) file containing:

- The 3 formatted and optimized Instagram post images
- The 2 formatted and optimized YouTube banner images
- A list of URLs to all 5 royalty-free images

Photoshop Assignment #3: Photo Restoration

30 pts (6% of Semester Grade)

Due Week 6 (Feb. 26)

Instructions

- Using Adobe Photoshop, **refurbish each of these three images** from the U.S. Library of Congress Online Archive of Prints and Photographs:
    - St. Louis Gateway Arch Construction
    - Miller House Terrace
    - Miller House Living Room
- Apply your knowledge of color and tone adjustments, content-aware tools, filters, and cropping to do the following (please include screenshots of your Photoshop workspace with adjustment layers visible):
    - **Adjust** the image's **color** and **tone** to be more realistic
    - **Straighten** and **sharpen** the image
    - **Remove** any **borders** and **blemishes**
- Use Photoshop's **remove tool** to **remove background objects** from the following photos, and use the **Generative Expand** setting with the crop tool to expand each image with newly generated content:
    - https://www.pexels.com/photo/people-riding-bikes-on-street-in-city-in-winter-19416901/
    - https://www.pexels.com/photo/portrait-of-a-happy-elderly-couple-5637731/
    - https://www.pexels.com/photo/man-looking-at-a-vintage-car-3056057/

Grading Criteria

- **6 pts: Refurbishments (Color and Tone)** — The restored Library of Congress images feature realistic color and balanced tones.
- **6 pts: Refurbishments (Straightening and Sharpening)** — Noise has been removed from the Library of Congress images; the restored images are sharper than the originals and have been straightened where necessary.
- **6 pts: Refurbishments (Border and Blemish Removal)** — Any borders have been cropped out of the Library of Congress images; blemishes, creases, and other flaws have also been removed.
- **6 pts: Background Object Removal** — At least one background object has been removed from each of the Pexels images.
- **6 pts: Generative Expand** — Each of the Pexels images has been expanded with new content using the Generative Expand option for the crop tool.

Submitting Your Work — Post to Canvas by 5:30 PM on the due date listed above

Please upload a compressed (.zip) file containing:

- The 3 refurbished Library of Congress images in JPEG format
- Screenshots of your Photoshop workspace for editing each Library of Congress image, with all adjustment layers visible
- The 3 Pexels images with background objects removed and generative expand content added, in JPEG format

Design Deliverable #2: Style Tile

25 pts (5% of Semester Grade)

Due Week 7 (Mar. 4)

Instructions

- Using Adobe XD, create a style tile **showcasing your brand's visual identity**. Include the following:
  - A **color palette of 5 different colors** (not including tints and shades) with **hexadecimal**, **RGB**, or **HSL notation** listed for each
  - Samples of **2 fonts** (one for **headings**, one for **paragraph** text) — type out each **alphabetical character** in both **uppercase** and **lowercase**, as well as **each numeral (0-9)**. Do this for **both fonts** you've chosen. Using your heading font, type out samples of **headings 1-6**, including the font name, size, weight, and style. Using your paragraph font, use placeholder "lorem ipsum" text to demonstrate a **sample of paragraph text**.
- Make sure all colors and fonts have been **saved as Assets**.
- Take a **screenshot** of your style tile with the **Assets panel visible** (in case the XD file cannot be opened).

Grading Criteria

- **5 pts: Color Palette** — 5 different colors have been included in the color palette.
- **5 pts: Color Notation** — Hex/RGB/HSL notation has been included for 5 different colors.
- **5 pts: Color Assets** — 5 different colors have been saved as Assets.
- **2 pts: Font Assets** — Two fonts (one for headings, one for paragraphs) have been saved as Assets.
- **2 pts: Font Samples [Uppercase A-Z]** — Samples of the heading and paragraph fonts demonstrate each capital letter of the alphabet.
- **2 pts: Font Samples [Lowercase a-z]** — Samples of the heading and paragraph fonts demonstrate each lowercase letter of the alphabet.
- **2 pts: Font Samples [Numerals 0-9]** — Samples of the heading and paragraph fonts demonstrate each numeric character (0-9).
- **1 pt: Font Samples [Headings 1-6]** — Samples of headings 1-6 are provided with font names, sizes, and styles included.
- **1 pt: Font Sample [Paragraph Text]** — A sample of your paragraph font is provided using placeholder text.

Submitting Your Work — Post to Canvas by 5:30 PM on the due date listed above

Please upload a compressed (.zip) file containing:

- Your Adobe XD file for your style tile
- A screenshot of your Adobe XD workspace with the style tile and Assets panel visible (in case the XD file cannot be opened)
- I cannot grade this assignment without at least one of the above submitted

Design Deliverable #3: Logo Design

20 pts (4% of Semester Grade)

Due Week 9 (Mar. 25)

Instructions
- Create **3+ different logo designs** (as vector artwork) for your personal brand. Each design should be a **wholly different concep**t, rather than a slight deviation from the same concept.
- In a few sentences, **list the pros and cons of each design** and explain **which design you think is best** (consider not only the principles of visual design we've discussed in class but also your brand identity and how well the design fits that identity).
- **Export** each design (or the artboards containing your designs) in **PNG and SVG** format.

Grading Criteria
- **9 pts: Breadth/Completeness** — 3 or more robust logo designs are included, exploring different concepts.
- **6 pts: Pros and Cons** — Pros and cons are listed for each design.
- **5 pts: Clarity/Brand Identity** — The logo designs clearly and positively represent your personal brand identity.

Submitting Your Work — Post to Canvas by 5:30 PM on the due date listed above

Please upload a compressed (.zip) file containing:
- Your Adobe Illustrator file/s (.ai) for your logo designs — I cannot grade this assignment without your Illustrator file/s submitted
- Each logo design (or the artboards containing your designs) exported in PNG and SVG format
- A written explanation of the pros and cons of each design (as a Word Doc, Google Doc, PDF, Rich/Plain Text), comment, or media recording)

Design Deliverable #4: Promotional Artwork

25 pts (5% of Semester Grade)

Due Week 10 (Apr. 1)

Instructions

- Create **3+ different pieces of vector artwork** that could be used as an **advertisement for your personal brand**. Each design should be a **wholly different concept**, rather than a slight deviation from the same concept.
- In a few sentences, **list the pros and cons of each design** and explain **which design you think is best** (consider not only the principles of visual design we've discussed in class but also your brand identity and how well the design fits that identity).
- **Export** each design (or the artboards containing these) in **PNG and SVG** format.

Grading Criteria

- **15 pts: Breadth/Completeness** — 3 or more robust pieces of promotional artwork are included, exploring different concepts.
- **5 pts: Pros and Cons** — Pros and cons are listed for each design.
- **5 pts: Clarity/Brand Identity** — The promotional artwork clearly and positively represents your personal brand identity.

Submitting Your Work — Post to Canvas by 5:30 PM on the due date listed above

Please upload a compressed (.zip) file containing:

- Your Adobe Illustrator file/s (.ai) for your promotional artwork — I cannot grade this assignment without your Illustrator file/s submitted
- Each promotional artwork design (or the artboards containing your designs) exported in PNG and SVG format
- A written explanation of the pros and cons of each design (as a Word Doc, Google Doc, PDF, Rich/Plain Text), comment, or media recording)

Design Deliverable #5: Character Design

20 pts (4% of Semester Grade)

Due Week 11 (Apr. 8)

Instructions
- Create **3+ different pieces of vector artwork** for a **character** or **mascot** for your brand. Each design should be a **wholly different concept**, rather than a slight deviation from the same concept.
- In a few sentences, **list the pros and cons of each design** and explain **which design you think is best** (consider not only the principles of visual design we've discussed in class but also your brand identity and how well the design fits that identity).
- **Export** each design (or the artboards containing your designs) in **PNG and SVG** format.

Grading Criteria
- **9 pts: Breadth/Completeness** — 3 or more robust character designs are included, exploring different concepts.
- **6 pts: Pros and Cons** — Pros and cons are listed for each design.
- **5 pts: Clarity/Brand Identity** — The character designs clearly and positively represent your personal brand identity.

Submitting Your Work — Post to Canvas by 5:30 PM on the due date listed above

Please upload a compressed (.zip) file containing:
- Your Adobe Illustrator file/s (.ai) for your character designs — I cannot grade this assignment without your Illustrator file/s submitted
- Each character design (or the artboards containing your designs) exported in PNG and SVG format
- A written explanation of the pros and cons of each design (as a Word Doc, Google Doc, PDF, Rich/Plain Text), comment, or media recording

Design Deliverable #6: UI Kit

30 pts (6% of Semester Grade)
Due Week 12 (Apr. 15)

Instructions
- Create a set of **5+ different interface elements** (such as buttons, form fields, sliders, radio buttons, etc.) for a website, app, or piece of software associated with your brand, each as vector artwork.
- Include an **alternate version of each** interface element showing what it looks like when **hovered** over or **clicked** on.
- **Export** each design (or the artboards containing your designs) in **PNG and SVG** format.

Grading Criteria
- **10 pts: Breadth/Completeness** — 5 or more different interface elements are included.
- **10 pts: States** — Hover/Pressed states for 5 or more interface elements are also included, visually differing from the corresponding Default/Idle designs to indicate the change in state.
- **10 pts: Clarity/Brand Identity** — The interface elements fit your personal brand identity, in terms of the colors used and the stylistic choices made.

Submitting Your Work — Post to Canvas by 5:30 PM on the due date listed above
Please upload a compressed (.zip) file containing:
- Your Adobe Illustrator file/s (.ai) for your interface elements — I cannot grade this assignment without your Illustrator file/s submitted
- Each interface element and its alternate states (or the artboards containing these) exported in PNG and SVG format

Design Deliverable #7: Icon Set
20 pts (4% of Semester Grade)
Due Week 12 (Apr. 15)

Instructions
- Create a set of **5+ different icons** that could be incorporated in a website, app, piece of software, game HUD or menu, etc. associated with your personal brand, each as vector artwork.
- These icons should be almost entirely **symbol-based**, relying on **no or very little text** to convey their meaning.
- **Export** each design (or the artboards containing your designs) in **PNG and SVG** format.

Grading Criteria
- **10 pts: Breadth/Completeness** — 5 or more different icons are included.
- **10 pts: Clarity/Brand Identity** — The icons fit your personal brand identity, in terms of the colors used and the stylistic choices made, and their meaning is clear without relying on text.

Submitting Your Work — Post to Canvas by 5:30 PM on the due date listed above
Please upload a compressed (.zip) file containing:
- Your Adobe Illustrator file/s (.ai) for your icons — I cannot grade this assignment without your Illustrator file/s submitted
- Each icon (or the artboards containing these) exported in PNG and SVG format

Design Deliverable #8: Wireframe

40 pts (8% of Semester Grade)

Due Week 13 (Apr. 22)

Instructions

- Create a **wireframe for the primary screen of a digital experience** (such as a website, app, piece of software, game HUD or menu, etc.) associated with your personal brand. You could do this in Adobe **Illustrator _or_** Adobe **XD**.
- Use the **gray box method** to establish the overall layout of this screen; utilize **placeholder icons** in place of photos and **grayscale** shades in place of color, but **DO apply your selected fonts** from your style tile in the appropriate manner.
- **Export** your wireframe (or the artboard containing it) in **PNG** format.

Grading Criteria

- **20 pts: Completeness** — The wireframe accurately depicts all elements/information needed on the screen.
- **20 pts: Layout/Clarity** — The layout follows the design principles studied in class in order to clearly and positively reflect your personal brand.

Submitting Your Work — Post to Canvas by 5:30 PM on the due date listed above
Please upload a compressed (.zip) file containing:

- Your Adobe Illustrator (.ai) or XD (.xd) file for your wireframe — I cannot grade this assignment without your Illustrator or XD file/s submitted
- Your wireframe (or the artboard containing it) exported in PNG format

Critiques

50 pts (10% of Semester Grade)

Due Week 13 (Apr. 22)

Instructions
- Students will have the opportunity to **share their work in class** to receive **constructive feedback** and are **required to do so for at least 5** of the following critiques:
  - Critique #1 — Feb. 12 (Thematic Collage)
  - Critique #2 — Mar. 4 (Style Tile)
  - Critique #3 — Mar. 25 (Logo Design)
  - Critique #4 — Apr. 1 (Promotional Artwork)
  - Critique #5 — Apr. 8 (Character Design)
  - Critique #6 — Apr. 15 (UI Kit)
  - Critique #7 — Apr. 15 (Icon Set)
  - Critique #8 — Apr. 22 (Wireframe)
- Critiques are often done **at the beginning of class**, so students must be punctual in order to participate. Participation in critiques will be **worth 10 pts each**.
- Students may participate in additional critiques beyond the required 5 for extra credit, but no more than 50 pts extra credit total may be earned from completing extra revisions, tutorials, and critiques.

Grading Criteria
- **10 pts: Participation in Critique** — The student shared their artwork with the class, discussed their process, and received feedback.

Submitting Your Work

Have your assignment posted to the corresponding Canvas page by class time.

Final Design Deliverable: User Experience Prototype

60 pts (12% of Semester Grade)

Due Finals Week (Apr. 29)

Instructions

- From your wireframe, **create a mockup of the primary screen of a digital experience** (such as a website, app, piece of software, game HUD or menu, etc.) associated with your personal brand. You could do this in Adobe **Illustrator** *or* Adobe **XD**.
- **Replace placeholder icons with actual photos** and grayscale shades with colors from the **color palette established in your style tile**. **Include your favorite logo design** from the logo project and any UI elements and icons from your UI Kit and Icon Set assignments that would be useful.
- **Export** your mockup (or the artboard containing it) from in **PNG or JPEG** format.
- **If you created your mockup in Illustrator, import it into Adobe XD** and **create artboards for 3 additional screens**.
  - Include a **text heading** to **identify** what kind of content would appear on each screen.
  - But you otherwise *do not need to flesh these out*.
  - Each screen should have a **navigation consistent with the primary screen**.
  - **Use Prototype Mode to add links between the 4 total screens**. All interactive elements that would take the user to a different screen should be prototyped to perform that behavior.
- Take a **screenshot** of your mockup in **Prototype Mode** with **all links selected** (in case the XD file cannot be opened).

Grading Criteria

- **25 pts: Completeness** — The mockup accurately depicts all elements/information needed on the screen.
- **25 pts: Layout/Clarity** — The mockup follows the design principles studied in class in order to clearly and positively reflect your personal brand.
- **5 pts: Navigation** — 3 additional screens are included in the XD prototype, clearly labeled (such as with a text heading) to indicate their role or purpose; a consistent navigation exists across all screens.
- **5 pts: Links** — Links between all interactive elements (such as buttons, hyperlinks) that perform a screen transition have been implemented in XD's Prototype Mode

Submitting Your Work — Post to Canvas by 5:30 PM on the due date listed above
Please upload a compressed (.zip) file containing:

- Your Adobe Illustrator (.ai) or XD (.xd) file for your mockup — I cannot grade this assignment without your Illustrator or XD file/s submitted
- Your mockup (or the artboard containing it) exported in PNG or JPEG format
- Your Adobe XD file (.xd) for your prototype (if you created the mockup in XD, this can be the same file for both)
- A screenshot of your Adobe XD workspace in Prototype Mode with all links selected (in case the XD file cannot be opened).

Revisions
60 pts (12% of Semester Grade)
Due May 3

Instructions
- Students will have the opportunity to **revise their work based on feedback** and are **required to do so for 3 of the following** assignments:
    - [Photoshop Assignment #1: Thematic Collage](#)
    - [Design Deliverable #2: Style Tile](#)
    - [Design Deliverable #3: Logo Design](#)
    - [Design Deliverable #4: Promotional Artwork](#)
    - [Design Deliverable #5: Character Design](#)
    - [Design Deliverable #6: UI Kit](#)
    - [Design Deliverable #7: Icon Set](#)
    - [Design Deliverable #8: Wireframe](#)
- Revisions will be **worth up to 20 pts each** and must be **submitted to [Canvas](#) by the end of the semester**.
    - [Revision #1](#)
    - [Revision #2](#)
    - [Revision #3](#)
- Students may submit additional revisions beyond the required 3 for extra credit, but no more than 50 pts extra credit total may be earned from completing extra [revisions](#), [tutorials](#), and [critiques](#).

Grading Criteria
- **20 pts: Meaningful Improvements** — The revised artwork has been clearly and significantly improved upon from the original submission; feedback was taken into account and shortcomings have been addressed.

Submitting Your Work — Post to the corresponding assignment page on Canvas by 5:30 PM on May 3
- Please upload your work in the same format requested for the original assignment.
- For example, if you were instructed to upload a compressed (.zip) file containing your Illustrator file (.ai format) and exported PNG and SVG files for the original assignment, that is what you should also upload for the revision assignment.
- NOTE: If the original assignment asked you to create multiple pieces of artwork, you only need to revise your favorite piece for the revision assignment.

Tutorials
30 pts (6% of Semester Grade)
Due May 3

Instructions
- Students must **complete 3 of the in-app Adobe Illustrator tutorials** over the course of the semester. Students may choose any 3 tutorials to complete. Completed tutorials will be **worth up to 10 pts each**.
- To submit their work, students should upload their Illustrator file (.ai) to **Canvas by the end of the semester**:
  - Tutorial #1
  - Tutorial #2
  - Tutorial #3
- Students may submit additional tutorials beyond the required 3 for extra credit, but no more than 50 pts extra credit total may be earned from completing extra revisions, tutorials, and critiques.

Grading Criteria
- **10 pts: Completeness** — The submitted artwork matches or very nearly matches the desired result as specified in the tutorial.

Submitting Your Work — Post to the corresponding assignment page on Canvas by 5:30 PM on May 3
Please upload a compressed (.zip) file containing:
- Your Adobe Illustrator file/s (.ai) for your tutorial — I cannot grade this assignment without your Illustrator file/s submitted
- Your artwork (or the artboard/s containing it) exported in PNG and SVG format

Attendance
20 pts (4% of Semester Grade)

Students are expected to attend each class on time. Because life can be unpredictable, students will have **4 free attendance passes**. **2 pts** will be **deducted** from this category for each **unexcused absence**, and **1 pt** will be **deducted** for each **tardiness** of more than **30** minutes, once 4 passes are used up.

Conduct
20 pts (4% of Semester Grade)

Students are expected to:
- **5 pts** — Treat others with **respect**
- **5 pts** — Pay **attention** in class
- **5 pts** — Keep **distractions** to a **minimum**
- **5 pts** — Abide by all classroom **policies**

Course Schedule (subject to change)

Week 01 (Jan. 22) — Course Overview, Digital Rights Management and Fair Use
- Adobe Creative Cloud Setup
- Accessing the Lesson Files
- Digital Rights Management, Fair Use
- Royalty-Free Media Services
- Assignment — Start Design Deliverable #1: Brand Identity Overview (Due Week 3 / Feb. 5)

OPTIONAL Student Stress Factors Survey – this will help me understand any challenges you may be facing outside of class but will not factor into your grade

Week 02 (Jan. 29) — Principles of Visual Design
- Gestalt Design Principles Overview: Similarity, Continuation, Closure, Proximity, Figure, Order, Common Fate
- Color Theory
- Typography and Readability
- Assignment — Finish Design Deliverable #1: Brand Identity Overview (Due Week 3 / Feb. 5)

Week 03 (Feb. 5) — Operating in Adobe Photoshop
- Due: Design Deliverable #1: Brand Identity Overview (10 pts / 2% of Semester Grade)
- Raster Images
- Working with Layers
- Placing Images, Making Transformations
- Cropping and Scaling
- Saving and Exporting
- Assignment — Photoshop Assignment #1: Thematic Collage (Due Week 4 / Feb. 12)

Week 04 (Feb. 12) — Image Editing Techniques
- Due — Photoshop Assignment #1: Thematic Collage (20 pts / 4% of Semester Grade)
- Critique #1 — Thematic Collage
- Making Selections
- Layer Styles, Masks, Adjustments, Filters
- Basic Compositing
- Image Optimization
- Assignment — Photoshop Assignment #2: Social Media Images (Due Week 5 / Feb. 19)

Week 05 (Feb. 19) — Photo Corrections

- Due — Photoshop Assignment #2: Social Media Images (20 pts / 4% of Semester Grade)
- Generative Fill, Generative Expand, Remove Tool
- Assignment — Photoshop Assignment #3: Photo Restoration (Due Week 6 / Feb. 26)

OPTIONAL Mid-Semester Student Feedback Survey – let me know how well this course has been meeting your needs so far this semester. By completing this survey, you'll help me improve this course to provide you a better experience going forward.

Week 06 (Feb. 26) — Brand Identity, Creating a Style Tile

- Due — Photoshop Assignment #3: Photo Restoration (30 pts / 6% of Semester Grade)
- Gestalt Principles Review
- Establishing a Brand Identity
- Workshop: Creating a Style Tile for a Brand using Adobe XD
- Assignment — Design Deliverable #2: Style Tile (Due Week 7 / Mar. 4)

Week 07 (Mar. 4) — Operating in Adobe Illustrator

- Due — Design Deliverable #2: Style Tile (25 pts / 5% of Semester Grade)
- Critique #2 — Style Tile
- Vector Image Format, Paths & Anchor Points
- Illustrator Workspace and Tools Overview
- Artboards, Layers & Sub-Layers
- Text to Vector Logo Iteration
- Assignment — Start Design Deliverable #3: Logo Design (Due Week 9 / Mar. 25)

No Class Mar. 11 (Spring Break)

Week 08 (Mar. 18) — Working with Shapes

- *Adobe Illustrator Classroom in a Book*
- Lesson 3: Using Shapes to Create Artwork for a Postcard
- Working with Corners, Polygons & Stars
- Assignment — Finish Design Deliverable #3: Logo Design (Due Week 9 / Mar. 25)

Week 09 (Mar. 25) — Editing Paths

- Due — Design Deliverable #3: Logo Design (20 pts / 4% of Semester Grade)
- Critique #3 — Logo Design
- Lesson 4: Editing and Combining Shapes and Paths (Scissors, Knife, Eraser Tools)
- Lesson 5: Transforming Artwork (Artboard Properties; Shear, Rotate, Puppet Warp Tools; Repeats)
- Assignment — Design Deliverable #4: Promotional Artwork (Due Week 10 / Apr. 1)

Week 10 (Apr. 1) — Drawing in Illustrator

- Due — Design Deliverable #4: Promotional Artwork (25 pts / 5% of Semester Grade)
- Critique #4 — Promotional Artwork
- Lesson 6: Using the Basic Drawing Tools
- Lesson 7: Drawing with the Pen Tool
- Assignment — Design Deliverable #5: Character Design (Due Week 11 / Apr. 8)

Note: Apr. 5 is the last day to withdraw from a course

Week 11 (Apr. 8) — User Interface Design

- Due — Design Deliverable #5: Character Design (20 pts / 4% of Semester Grade)
- Critique #5 — Character Design
- Interface Examples (Web, App, Software, Game)
- Elements of Good User Interfaces
- Example UI Kits
- Symbolism and Icon Design
- Working with Swatches, Creating Patterns
- Working with Symbols
- Assignments:
  - Design Deliverable #6: UI Kit (Due Week 12 / Apr. 15)
  - Design Deliverable #7: Icon Set (Due Week 12 / Apr. 15)

Course Evaluations open Apr. 12 at 10 AM

Week 12 (Apr. 15) — Wireframing

- Due:
  - Design Deliverable #6: UI Kit (30 pts / 6% of Semester Grade)
  - Design Deliverable #7: Icon Set (20 pts / 4% of Semester Grade)
- Critique #6 — UI Kit
- Critique #7 — Icon Set
- Rulers and Guides
- Alignment and Distribution
- Wireframing with the Gray Box Method
- Lab Time for Wireframing
- Assignment — Design Deliverable #8: Wireframe (Due Week 13 / Apr. 22)

Week 13 (Apr. 22) — Mockups and Prototyping

- Due — Design Deliverable #8: Wireframe (40 pts / 8% of Semester Grade)
- Critique #8 — Wireframe
- Converting a Wireframe to a Mockup
- Prototyping in Adobe XD
- Lab Time for Final Design Deliverable

- Assignment — [Final Design Deliverable: User Experience Prototype](#) (Due Finals Week / Apr. 29)

Course Evaluation by Apr. 26 — if the class reaches an 80% response rate, I will give everyone 5 pts (1%) extra credit
Note: If you wish to request a grade of [Incomplete](#) for this course, you must do so by this date

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No Meeting for Final Exam Period

Closing the Semester

- Due by 5:30 PM on Apr. 29:
    - [Final Design Deliverable: User Experience Prototype](#) (60 pts / 12% of Semester Grade)
- Due by 5:30 PM on May 3:
    - 3 of 8 Revisions (60 pts / 12% of Semester Grade) [20 pts / 4% each]
    - 3 Tutorials (30 pts / 6 % of Semester Grade) [10 pts / 2% each]
    - Any Revisions or Tutorials for Extra Credit
- Assessed at end of semester:
    - 5 of 8 [Critiques](#) (50 pts / 10% of Semester Grade) [10 pts / 2% each]
    - [Attendance](#) (20 pts / 4% of Semester Grade)
        - 4 free passes; -2 pts per unexcused absence, -1 pt per tardiness of 30+ min
    - [Conduct](#) (20 pts / 4% of Semester Grade)

Academic Policies

Policy on Academic Integrity and Cases of Academic Dishonesty
This class will follow the policies of Rider University regarding Academic Integrity, as well as the procedures in addressing cases of Academic Dishonesty. The College's policies on such matters can be found in their entirety at: http://catalog.rider.edu/policies/code-academic-integrity/. Academic Dishonesty refers to a misrepresentation of the source or permissions related to the submission of written and creative works. In the area of digital design, this includes visual work, audio work, and written work. If in doubt, feel free to discuss sources with me before submission of work.

Academic Success Center
Students needing supplemental help beyond the scope of this class are encouraged to contact the [Academic Success Center](#) in Suite 237 of the Bart Luedeke Center. The center's services include a writing studio, success coaching and the potential for tutoring services. Email academicsuccesscenter@rider.edu.

Academic Disability Policy
Rider University is committed to providing reasonable accommodations for all students with disabilities. If you are seeking classroom accommodations under the Americans with Disabilities Act or Section 504 of the Rehabilitation Act of Sample Syllabus Statements-Disabilities April 2021 1973, you are required to register with [Student Accessibility and Support Services](#) office (SASS) at the Bart Luedeke Center, Suite 201. SASS can be contacted by email at accessibility@rider.edu or by phone at 609-895-5492, To receive academic accommodations for this class,

please obtain the proper accommodation form from SASS and meet with me at the beginning of the semester to discuss your accommodations.

Class Absence Notice

It is the student's responsibility to inform instructors of the nature and extent of an actual or anticipated absence. If that is impossible, or if the absence is or will be more than three (3) consecutive class sessions (seven (7) calendar days), the student should contact the Office of the Dean of Students at deanofstudents@rider.edu or 609-896-5101. Then the dean's office will notify the appropriate faculty member. More information about the procedure for notifying the dean's office of absences can be found at https://www.rider.edu/about/offices-services/student-affairs/dean-of-students/info-for-students/class-absence-notice

Incomplete Grades

Students who, as a result of extenuating circumstances, are unable to complete the required work of a course within the term, may request an extension of time from a faculty member. Such extensions of time can be granted only in cases in which illness or another serious emergency has prevented the student from completing the course requirements or from taking a final examination. The request for extension of time must be made prior to the last scheduled class meeting, except in those unusual situations in which prior notification is impossible.

The faculty member shall determine whether to grant the request for a time extension and the type of verification (if any) required to support the request. The faculty member shall specify the time, up to four weeks from the last day of the term, as specified in the academic calendar, by which work must be completed by the student. If the faculty member does agree to the request, the notation "I" (Incomplete) shall be submitted on the grade roll. In those situations where the faculty member has not received a request for an extension of time, the notation "I" (Incomplete) may be submitted on the grade roll by the faculty member when, in his or her judgment, such a determination appears justified. Upon submission of completed required work the faculty member shall submit a Change of Grade form to the Registrar.

Students who, as a result of extenuating circumstances, are unable to submit the completed required work at the end of the four-week period may request an extension of the incomplete grade. The request for an extension of the incomplete must be made prior to the expiration of the four-week period. If the faculty member agrees to the request for an extension of the incomplete, the faculty member shall specify the time, up to a maximum of two weeks from the date of expiration of the four-week period (i.e., six weeks from the last day of the term) by which work must be completed by the student and shall submit an Extension of Incomplete form to the Registrar.

Upon submission of completed required work, the faculty member shall submit a Change of Grade form to the Registrar and assign the course grade. Failure of the Registrar to receive from the faculty member a Change of Grade form or an Extension of Incomplete form at the end of the four-week period, or a Change of Grade form at the end of the six-week period shall result in the automatic assignment of the grade "F," "Z," or "U" by the Registrar.

Students who receive an incomplete in a course that is part of a course sequence must obtain permission from the department chairperson to remain enrolled in the next course in the sequence or they will be removed from that next course.

More information on grade reports can be found here:
http://catalog.rider.edu/policies/undergraduate/grades/

Courses — Adding, Dropping, Withdrawing, Auditing, Repeating
Students may add courses through the first week of the regular semester at their own discretion provided the course is still open for registration. Students may drop courses through the second week of the regular semester at their own discretion. In such cases, the courses are deleted from the student's record. After the second week of the semester, a withdrawal from the course is necessary and a 'W' is recorded on the transcript.

Students may withdraw from courses and receive a grade of 'W' during the third through tenth weeks of the semester. The student's academic advisor and financial aid counselor will be notified of class withdrawals by email. View the course drop/withdrawal policy:
https://www.rider.edu/tuition-aid/financial-aid/payment-billing/drop-withdrawal-policy

Spring 2024 withdrawal dates can be found here:
http://catalog.rider.edu/academic-calendar/#Spring%20semester

More information on course processes can be found here:
http://catalog.rider.edu/policies/undergraduate/courses-add-drop/

Registrar forms can be found here:
https://www.rider.edu/academics/academic-support/registrar/forms

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