

[DS:ART-150-HH1: Digital Foundations — Spring 2026](#)

Course Syllabus

Meeting Time and Location: Wednesdays, 1:10-4:10 PM, Fine Arts 249

Instructor: Matthew DiMatteo (he/him)

Email: mdimatteo@rider.edu

Office Hours: Tuesdays, Thursdays, Fridays, 4:20-5:20 PM (or by appointment), Fine Arts 214

If I'm not in my office, check for me in our classroom (Fine Arts 249)

Contents

Overview	2
Materials	3
Assignments & Grading	4
Rubrics & Policies	6
Course Schedule	8
Assignments Guide	12
Undergraduate Academic Policies	26

Health and Wellness Resources

Public Safety (Non-Emergency) **609-896-5029**

Public Safety (Emergency) **609-896-7777**

National Suicide and Crisis Lifeline: **Dial 988**

[Student Health Center](#): Poyda Hall – healthcenter@rider.edu **609-896-5060**

[Counseling Center](#): Zoerner House – counseling@rider.edu **609-896-5157**

[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

Mutual respect and a commitment to inclusiveness are crucial to a positive learning environment. In this course, we will honor all members of the Rider community by fostering a learning environment that is respectful of others 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 department chair.

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.
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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:** In this course, we'll be using the [Adobe Creative Cloud](#) applications Photoshop, Illustrator, and XD for class lessons and to complete assignments. This software is installed on the classroom computers, and you can also install it on up to two personal devices by signing in to Creative Cloud with your Rider Key username and password.
2. **Recommended Textbook:** The following textbook is recommended (but not required) for this course: [Adobe Illustrator Classroom in a Book \(2024 Release\) by Brian Wood. Pearson, 2024](#)
If you don't want to purchase the textbook, I'll help you unlock the digital version in class. We'll use this text to work through a few (ungraded) in-class lessons. [I've shared the Lesson Files here.](#)
3. **Canvas:** Resources for each week's class will be posted in the [Modules](#) section. Assignment instructions and submission can be found in the [Assignments](#) section. The [Announcements](#) section will be used to post notifications on any changes to our meeting schedule or 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 instructions on the formatting process.](#)
6. **Sketchbook/Notebook:** Recommended for sketching out concepts and jotting down notes.

Assignments by Category (all due by 5:30 PM on the date listed)

[Jump to Assignments Guide for complete assignment instructions](#)

Design Spec	1 for 2%	
Due Week 03 Feb. 11:	Brand Identity Overview	2%
Photoshop Assignments	3 for 8% Each	24%
Due Week 04 Feb. 18:	Photoshop Assignment #1: Thematic Collage*	8%
Due Week 05 Feb. 25:	Photoshop Assignment #2: Social Media Images	8%
Due Week 06 Mar. 4:	Photoshop Assignment #3: Photo Restoration	8%
Design Deliverables	7 for 8% Each	56%
Due Week 07 Mar. 11:	Design Deliverable #1: Style Tile*	8%
Due Week 09 Apr. 1:	Design Deliverable #2: Logo Design*	8%
Due Week 10 Apr. 8:	Design Deliverable #3: Promotional Artwork*	8%
Due Week 11 Apr. 15:	Design Deliverable #4: Character Design*	8%
Due Week 12 Apr. 22:	Design Deliverable #5: UI Kit & Icon Set*	8%
Due Week 13 Apr. 29:	Design Deliverable #6: Wireframe*	8%
Due Finals Week May 6:	Design Deliverable #7: Mockup & Prototype	8%
<i>* Assignments marked with an asterisk will have an in-class critique</i>		
In-Class Critiques	4 of 7 for 2% Each	8%
Week 04 Feb. 18:	Critique of Thematic Collage	2%
Week 07 Mar. 11:	Critique of Style Tile	2%
Week 09 Apr. 1:	Critique of Logo Design	2%
Week 10 Apr. 8:	Critique of Promotional Artwork	2%
Week 11 Apr. 15:	Critique of Character Design	2%
Week 12 Apr. 22:	Critique of UI Kit & Icon Set	2%
Week 13 Apr. 29:	Critique of Wireframe	2%
Revisions	5 for 2% Each	10%
Due Week 10 Apr. 8:	Revision #1	2%
Due Week 11 Apr. 15:	Revision #2	2%
Due Week 12 Apr. 22:	Revision #3	2%
Due Week 13 Apr. 29:	Revision #4	2%
Due Finals Week May 6:	Revision #5	2%

Assignments Calendar

Due Week 03 Feb. 11:	Brand Identity Overview	2%
Due Week 04 Feb. 18:	Photoshop Assignment #1: Thematic Collage	8%
	Critique of Thematic Collage	2%*
Due Week 05 Feb. 25:	Photoshop Assignment #2: Social Media Images	8%
Due Week 06 Mar. 4:	Photoshop Assignment #3: Photo Restoration	8%
Due Week 07 Mar. 11:	Design Deliverable #1: Style Tile	8%
	Critique of Style Tile	2%*
Due Week 09 Apr. 1:	Design Deliverable #2: Logo Design	8%
	Critique of Logo Design	2%*
Due Week 10 Apr. 8:	Design Deliverable #3: Promotional Artwork	8%
	Critique of Promotional Artwork	2%*
	Revision #1	2%
Due Week 11 Apr. 15:	Design Deliverable #4: Character Design	8%
	Critique of Character Design	2%*
	Revision #2	2%
Due Week 12 Apr. 22:	Design Deliverable #5: UI Kit & Icon Set	8%
	Critique of UI Kit & Icon Set	2%*
	Revision #3	2%
Due Week 13 Apr. 29:	Design Deliverable #6: Wireframe	8%
	Critique of Wireframe	2%*
	Revision #4	2%
Due Finals Week May 6:	Design Deliverable #7: Mockup & Prototype	8%
	Revision #5	2%

* Only 4 of 7 Critiques are required; additional Critiques participated in will count as Extra Credit

Grading Scale

A	93.50-100%*
A-	89.50-93.49%
B+	86.50-89.49%
B	83.50-86.59%
B-	79.50-83.49%
C+	76.50-79.49%
C	73.50-76.49%
C-	69.50-73.49%
D	59.50-69.49%
F	0-59.49%

*A is the highest grade instructors can enter for final grades.

Students must earn a **D or higher to pass the course** and earn its 3 credits.

Students must average a **C or higher across their courses** (2.0 GPA) to [remain in Good Academic Standing](#).

Grading Rubric for Assignments

- **100%** All instructions have been followed; all required elements are included.
Excellent effort and attention to detail have been demonstrated.
The work meets all goals for tone and style.
Any elements that are missing are made up for by overwhelming quality and robustness.
- **90-99%** The work is mostly complete and of strong quality; clear effort has been demonstrated.
Minor improvement is possible in terms of tone, style, or detail.
- **80-89%** The work is of respectable quality; a decent effort has been demonstrated.
More attention could be given to tone, style, or detail, or some required elements are missing.
- **70-79%** The work is complete in only a basic sense, or multiple required elements are missing.
More attention to tone and style or greater detail and robustness would improve the work.
- **50-69%** Many required elements are missing; the work is incomplete.
The work is out of touch with the goals for tone and style.
Only minimal effort and attention to detail have been demonstrated.
- **1-49%** The work is thoroughly incomplete and does not meet expectations.
- **0%** No work has been submitted, OR the submitted work is not in an acceptable format.

Grading Rubric for Revisions

- **100%** All shortcomings have been addressed; or, if the original work had no room for improvement, the work has been expanded on in a meaningful way.
- **80%** Shortcomings have been partially addressed, though minor flaws remain.
- **50%** Little work was done to address feedback, and major improvements are still needed.
- **0%** Feedback was unaddressed in the revised work, or no revision was submitted.

Late Work Policy

- All assignments (unless otherwise specified) must be submitted to Canvas **by 5:30 PM** on the date due.
- Any assignment turned in late will be subject to a **2% late penalty each calendar day** it is late.
- For students with **only one missing assignment**, the **late penalty will be capped at 10%**, meaning students can still receive up to 90% credit on that late assignment as long as it is submitted by the end of the semester.
- Each student will have [2 Free Extension Passes](#) for requesting **extensions on assignments**. *Extensions may not be longer than one calendar week.* Students *must* make the request to receive an extension; extensions cannot be granted retroactively.
- Assignments not turned in will receive a grade of 0, though the grade can be revised once the assignment is submitted.
- *Please note that late work policies will likely differ in your other courses and are determined by individual instructors.*

Extra Credit Policy

- Students may submit [additional revisions](#) and participate in **additional critiques** beyond what is required for the course, up to a **maximum of 10% extra credit**. **Due by 12:00 PM on Tue. May 12.**
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Artificial Intelligence and Fair Use Policy

- Students are permitted (and in some cases, instructed) to use Adobe's Generative AI tools for certain assignments, and *forbidden* from using Generative AI tools for other assignments. *Please refer to the individual assignment instructions to understand the degree to which artificial intelligence may be used.*
 - Students may use royalty-free stock media in their Photoshop assignments, in accordance with the terms of use for the work and the service where the work was found. *However, students are expected to properly **cite** any royalty-free media used in their projects by including a link to the original work.*
 - Students are *not permitted* to use external media in their Design Deliverables.
 - Failure to comply with this policy will result in a grade penalty to be determined by the instructor based on the severity of the infraction.
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Attendance Policy

- *All class meetings will be **Wednesdays** from **1:10-4:10 PM** in **Fine Arts 249**. Attendance is mandatory for all students unless otherwise specified.*
- **Each unexcused absence will result in a grade penalty of 2 percentage points deducted from the overall semester grade.** Each unexcused **tardiness** of more than 30 minutes will result in a grade penalty of **1 percentage point deducted** from the overall semester grade.
 - *e.g., a student averaging 88%, but with 2 unexcused absences, would receive a final grade of 84%.*
- Each student will have [2 Excused Absence Passes](#). To use one of these passes, the student must provide timely notice ahead of any anticipated absence or tardiness, and it will be **excused** with **no grade penalty**.
- If a student must miss a class and has used both of their Excused Absence Passes, a doctor's note will be required for the absence to be excused.

Course Schedule (subject to change)

Week 01 (Jan. 28) — Working With Digital Media

- Course Policies, Materials, and Grading Criteria
 - Adobe Creative Cloud Setup
 - Digital Rights Management, Fair Use
 - Royalty-Free Media Services
 - Upcoming: [Brand Identity Overview](#) (Due Week 3, Feb. 11)
 - [Optional Student Stress Factors Survey](#)
-

Week 02 (Feb. 4) — Principles of Visual Design

- Gestalt Design Principles
 - Color Theory and Symbolism, Intro to Typography
 - Due Next Week: [Brand Identity Overview](#) (2% of Semester Grade)
-

Week 03 (Feb. 11) — Intro to Adobe Photoshop

- The Raster Image Format
 - Photoshop Workspace and Tools Overview
 - Working with Layers in Photoshop
 - Placing Images, Making Transformations, Cropping and Scaling
 - Saving and Exporting
 - Due by 5:30 PM: [Brand Identity Overview](#) (2% of Semester Grade)
 - Due Next Week: [Photoshop Assignment #1: Thematic Collage](#) (8% of Semester Grade)
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Week 04 (Feb. 18) — Image Editing Techniques

- [Critique of Thematic Collage](#) (2% of Semester Grade)
 - Making Selections in Photoshop
 - Layer Styles, Masks, Adjustments, Filters
 - Basic Compositing
 - Image Optimization
 - Due by 5:30 PM: [Photoshop Assignment #1: Thematic Collage](#) (8% of Semester Grade)
 - Due Next Week: [Photoshop Assignment #2: Social Media Images](#) (8% of Semester Grade)
 - [Mid-Semester Student Feedback Survey](#) (Optional, Ungraded)
-

Week 05 (Feb. 25) — Photo Corrections

- Color Correction, Tonal Adjustments, Removing Blemishes and Background Objects
- Due by 5:30 PM: [Photoshop Assignment #2: Social Media Images](#) (8% of Semester Grade)
- Due Next Week: [Photoshop Assignment #3: Photo Restoration](#) (8% of Semester Grade)

Week 06 (Mar. 4) — Brand Identity, Creating a Style Tile

- Establishing a Brand Identity
 - Style Tile Format and Examples
 - Creating a Style Tile in Adobe XD
 - **Due by 5:30 PM:**
 - [Photoshop Assignment #3: Photo Restoration](#) (8% of Semester Grade)
 - [Mid-Semester Student Feedback Survey](#) (Optional, Ungraded)
 - **Due Next Week:** [Design Deliverable #1: Style Tile](#) (8% of Semester Grade)
-

Week 07 (Mar. 11) — Intro to Adobe Illustrator

- [Critique of Style Tile](#) (2% of Semester Grade)
 - The Vector Image Format, Paths & Anchor Points
 - Illustrator Workspace and Tools Overview
 - Organizing Artwork Using Artboards, Layers & Sub-Layers
 - Text to Vector Logo Iteration
 - **Due by 5:30 PM:** [Design Deliverable #1: Style Tile](#) (8% of Semester Grade)
 - **Upcoming:** [Design Deliverable #2: Logo Design](#) (Due Week 9, Apr. 1)
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No Class Mar. 18 (Spring Break)

Week 08 (Mar. 25) — Working with Shapes

- [Activating Adobe Illustrator Classroom in a Book](#)
 - [Illustrator Lesson 3: Making a Logo with Shapes](#)
 - Working with Corners, Creating Polygons & Stars
 - **Due Next Week:** [Design Deliverable #2: Logo Design](#) (8% of Semester Grade)
 - **Upcoming:** [Revision #1](#) (Due Week 10, Apr. 8)
-

Week 09 (Apr. 1) — Editing Paths

- [Critique of Logo Design](#) (2% of Semester Grade)
- [Illustrator Lesson 4: Editing and Combining Shapes and Paths](#)
- **Due by 5:30 PM:** [Design Deliverable #2: Logo Design](#) (8% of Semester Grade)
- **Due Next Week:**
 - [Design Deliverable #3: Promotional Artwork](#) (8% of Semester Grade)
 - [Revision #1](#) (2% of Semester Grade)

Week 10 (Apr. 8) — Drawing in Illustrator

- [Critique of Promotional Artwork](#) (2% of Semester Grade)
- [Illustrator Lesson 6: Using the Basic Drawing Tools](#)
- [Illustrator Lesson 7: Drawing with the Pen Tool](#)
- **Due by 5:30 PM:**
 - [Design Deliverable #3: Promotional Artwork](#) (8% of Semester Grade)
 - [Revision #1](#) (2% of Semester Grade)
- **Due Next Week:**
 - [Design Deliverable #4: Character Design](#) (8% of Semester Grade)
 - [Revision #2](#) (2% of Semester Grade)

If you wish to [withdraw from a course](#), you must do so by this Friday ([see Academic Calendar](#))

Week 11 (Apr. 15) — User Interface Design

- [Critique of Character Design](#) (2% of Semester Grade)
- Digital Interface Examples, Elements of Good User Interfaces
- Example UI Kits
- Symbolism and Icon Design
- **Due by 5:30 PM:**
 - [Design Deliverable #4: Character Design](#) (8% of Semester Grade)
 - [Revision #2](#) (2% of Semester Grade)
- **Due Next Week:**
 - [Design Deliverable #5: UI Kit & Icon Set](#) (8% of Semester Grade)
 - [Revision #3](#) (2% of Semester Grade)

Week 12 (Apr. 22) — Wireframing

- [Critique of UI Kit & Icon Set](#) (2% of Semester Grade)
- Rulers and Guides
- Alignment and Distribution
- Wireframing with the Gray Box Method, Lab Time for Wireframing
- **Due by 5:30 PM:**
 - [Design Deliverable #5: UI Kit & Icon Set](#) (8% of Semester Grade)
 - [Revision #3](#) (8% of Semester Grade)
- **Due Next Week:**
 - [Design Deliverable #6: Wireframe](#) (8% of Semester Grade)
 - [Revision #4](#) (2% of Semester Grade)

*Course Evaluations will be open near the end of the semester (an email will be sent with the precise dates) – if at least 75% of the class completes these, I will give everyone 1 percentage point **extra credit** added to your final grade*

Week 13 (Apr. 29) — Mockups and Prototyping

- [Critique of Wireframe](#) (2% of Semester Grade)
- Converting a Wireframe to a Mockup
- Prototyping in Adobe XD
- Lab Time for Mockup & Prototype
- Due by 5:30 PM:
 - [Design Deliverable #6: Wireframe](#) (8% of Semester Grade)
 - [Revision #4](#) (2% of Semester Grade)
- Due Next Week:
 - [Design Deliverable #7: Mockup & Prototype](#) (8% of Semester Grade)
 - [Revision #5](#) (2% of Semester Grade)

If you wish to request a grade of [Incomplete](#) for this course, you must do so by this date

No Meeting for Final Exam Period

Closing the Semester

- Due by 5:30 PM on Wed. May 6:
 - [Design Deliverable #7: Mockup & Prototype](#) (8% of Semester Grade)
 - [Revision #5](#) (2% of Semester Grade)
- Canvas Course closes **Tue. May 12 at 12:00 PM** – submit any late work or [Additional Revisions for Extra Credit](#) by this deadline

Assignments Guide

[Jump to Assignments List](#)

[Brand Identity Overview](#)

Due Week 3 (Feb. 11)

2% of Semester Grade

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?

Completion Checklist

- **Brand Purpose**: The brand's purpose is clearly described in good detail.
- **Style**: 3 adjectives are listed to describe the brand's style.
- **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

Due Week 4 (Feb. 18)

8% of Semester Grade

Instructions

- Choose a topic or theme. It is recommended, but not required, to use your brand as the theme. I understand you may still be working through what exactly your brand is.
- Use **royalty-free media services** like [Pexels](#), [Unsplash](#), and [Pixabay](#) to find the images used in your collage.
- **Cite each royalty-free image** used by **providing a URL** to where you found the image. Include this as a text file or submission comment.
- Using Adobe Photoshop, create a collage with **at least 15 images related to that theme**, each organized **on its own layer**.
- Arrange images thoughtfully in the collage, leaving minimal blank space and adhering to the theme.

Completion Checklist

- **15+ Layers:** There are at least 15 layers used, and each incorporated image or object is placed on its own layer.
- **Thoughtful Design:** Objects in the collage are placed thoughtfully, leaving minimal blank space and cohering with a central theme/topic.
- **Cited Images:** All images used are royalty-free, with appropriate citations provided.

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)
- A list of URLs to all royalty-free images (as a text file or submission comment)

Photoshop Assignment #2: Social Media Images

Due Week 5 (Feb. 25)

8% of Semester Grade

Instructions

- Use **royalty-free media services** like [Pexels](#), [Unsplash](#), and [Pixabay](#) to find several images that could be used in **hypothetical social media profiles for your brand**. These could be **profile or cover photos, banners, posts**, etc. *You **don't** need to actually create these profiles; just format the images to the correct specifications.*
- **Resize images** to at least **6 of the following formats** (your choice which ones):
 - Facebook Profile (Less than 100 KB, sRGB JPG)
 - Profile Picture, Desktop (170 x 170)
 - Profile Picture, Mobile (128 x 128)
 - Profile Cover Photo, Desktop (820 x 312)
 - Profile Cover Photo, Mobile (640 x 360)
 - Profile Cover Photo, Recommended (851 x 315)
 - Facebook Group/Event
 - Event Cover Photo (1200 x 628)
 - Group Cover Photo (1640 x 856)
 - Facebook/Instagram Story (1080 x 1920)
 - Instagram Profile Photo (320 x 320)
 - Instagram Feed/Carousel
 - Square (1080 x 1080)
 - Landscape (1080 x 566)
 - Vertical (1080 x 1350)
 - Twitter
 - Profile Photo (400 x 400, less than 2 MB)
 - Header Photo (1500 x 500, less than 5 MB)
 - Shared Photo (900 x 450)
 - LinkedIn
 - Profile Photo (400 x 400, less than 8 MB)
 - Profile Cover Picture (1584 x 396, less than 8 MB)
 - Company Logo (300 x 300 - 400 x 400, less than 4 MB)
 - Company Cover Image (1128 x 191, less than 10 MB)
 - Blog Post Image (1350 x 440, less than 10 MB)
 - Blog Post Link Pictures (1200 x 627)
 - YouTube
 - Profile Picture (800 x 800)
 - Banner Picture, Minimum (2048 x 1152, less than 6 MB)
 - Banner Picture, Ideal (2560 x 1440, less than 6 MB)
 - Video Thumbnail (1280 x 720)

- Pinterest
 - Profile Photo (165 x 165)
 - Profile Cover Photo (800 x 450)
 - Pin Image (1000 x 1000 or 1000 x 1500, less than 20 MB)
 - Story Pin Image (1080 x 1920, less than 20 MB)
- SnapChat
 - Profile Picture (320 x 320, less than 2 MB)
 - Ad (1080 x 1920, less than 5 MB)
- Tumblr
 - Profile Picture (128 x 128)
 - Profile Banner (3000 x 1055)
 - Image Post (500 x 750)
 - Ad (1280 x 1920)
- Google Business
 - Profile Picture (720 x 720, less than 5 MB)
 - Cover (1024 x 576)
 - Video Post (1280 x 720, less than 100 MB)
- Make sure all formatted images meet both the **required width and height AND** the **maximum file size**.
- All **photos** should be submitted as **JPG/JPEG** images.
- Any **line** or **vector art** should be submitted in **PNG** format.
- Please **specify which social media platform and format each image is supposed to fit**. You can do this in the **filename** of each image (for example, *youtube-video-thumb.jpg* or *instagram-feed-square.jpg*).
- **Cite each royalty-free image** used by **providing a URL** to where you found the image. Include this as a text file or submission comment.
- You don't necessarily need to use a different image for each format. You could use the same source image and resize it for multiple formats (such as Facebook Cover Photo and Facebook Story). The important thing is that there are 6 total images submitted in 6 different formats.

Completion Checklist

- **6 Resized Images:** 6 images are included whose dimensions and file size meet the requirements for each different social media format.
- **Formats Specified:** the filenames should indicate which format the images are intended for.
- **URL Attribution:** All incorporated images have been cited via a URL to where they were obtained.

Submitting Your Work — Post to [Canvas](#) by 5:30 PM on the due date listed above

Please upload a compressed (.zip) file containing:

- The 6 formatted images
- All original images used
- A list of URLs to all 6 original images (as a text file or submission comment)

Photoshop Assignment #3: Photo Restoration

Due Week 6 (Mar. 4)

8% of Semester Grade

Instructions

- Using Adobe Photoshop, **refurbish each of these 3 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:
 - **Adjust** each image's **color** and **tone** to be more realistic
 - **Remove** any **borders** and **blemishes**
- *You do not need to cite these images, since they were provided by the assignment.*

Completion Checklist

- **Color and Tone:** The restored Library of Congress images feature realistic color and balanced tones.
- **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.

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 documents (.psd) for each of the edited images — I cannot grade this assignment without your PSD files submitted
- The 3 **refurbished** Library of Congress images in JPEG format

Design Deliverable #1: Style Tile

Due Week 7 (Mar. 11)

8% of Semester Grade

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).

Completion Checklist

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

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
- An exported PNG file (in case fonts are not preserved)
- 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 #2: Logo Design

Due Week 9 (Apr. 1)

8% of Semester Grade

Instructions

- Using Adobe Illustrator, create **3+ different logo designs** (as vector artwork) for your personal brand. Each design should be a **wholly different concept**, rather than a slight deviation from the same concept.
- *You MAY use Illustrator's Generative AI tools to create SOME of the designs, but **at least one design must be created by you.***
- 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.

Completion Checklist

- **Breadth/Completeness:** 3 or more robust logo designs are included, exploring different concepts.
- **Pros and Cons:** Pros and cons are listed for each design.
- **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 #3: Promotional Artwork

Due Week 10 (Apr. 8)

8% of Semester Grade

Instructions

- Using Adobe Illustrator, 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.
- *You MAY use Illustrator's Generative AI tools to create SOME of the designs, but **at least one design must be created by you.***
- 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.

Completion Checklist

- **Breadth/Completeness:** 3 or more robust pieces of promotional artwork are included, exploring different concepts.
- **Pros and Cons:** Pros and cons are listed for each design.
- **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 #4: Character Design

Due Week 11 (Apr. 15)

8% of Semester Grade

Instructions

- Using Adobe Illustrator, 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.
- *You MAY use Illustrator's Generative AI tools to create SOME of the designs, but **at least one design must be created by you.***
- 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.

Completion Checklist

- **Breadth/Completeness:** 3 or more robust character designs are included, exploring different concepts.
- **Pros and Cons:** Pros and cons are listed for each design.
- **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 #5: UI Kit & Icon Set

Due Week 12 (Apr. 22)

8% of Semester Grade

Instructions

- Using Adobe Illustrator, 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.
- 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.
- *You may **NOT** use Generative AI tools for this assignment.*
- **Export** each element and icon (or the artboards containing these) in **PNG and SVG** format.

Completion Checklist

- **5+ UI Elements:** 5 or more different interface elements are included.
- **Hover/Pressed 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.
- **5+ Icons:** 5 or more different icons are included.
- **Clarity/Brand Identity:** The interface elements and icons 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 and icons — 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 #6: Wireframe

Due Week 13 (Apr. 29)

8% of Semester Grade

Instructions

- Using Adobe Illustrator **OR** Adobe XD, 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.
- 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.
- *You may **NOT** use Generative AI tools for this assignment.*
- **Export** your wireframe (or the artboard containing it) in **PNG** format.

Completion Checklist

- **Layout Elements:** The wireframe accurately depicts all elements/information needed on the screen.
- **Design & 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

Design Deliverable #7: Mockup & Prototype

Due Finals Week (May 6)

8% of Semester Grade

Instructions

- Using Adobe Illustrator OR Adobe XD (whichever tool you used for your wireframe), convert your wireframe to 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.
- **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.
- **You may NOT use Generative AI tools for this assignment** (though you may still include any logo design that was generated using AI previously).
- **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**.

Completion Checklist

- **Layout Elements:** The mockup accurately depicts all elements/information needed on the screen.
- **Design & Clarity:** The mockup follows the design principles studied in class in order to clearly and positively reflect your personal brand.
- **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.
- **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).

Critiques – 4 of 7 Required

2% of Semester Grade Each

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 4** of the following assignments:
 - Due Week 03 Feb. 18: [Photoshop Assignment #1: Thematic Collage](#)
 - Due Week 07 Mar. 11: [Design Deliverable #1: Style Tile](#)
 - Due Week 09 Apr. 1: [Design Deliverable #2: Logo Design](#)
 - Due Week 10 Apr. 8: [Design Deliverable #3: Promotional Artwork](#)
 - Due Week 11 Apr. 15: [Design Deliverable #4: Character Design](#)
 - Due Week 12 Apr. 22: [Design Deliverable #5: UI Kit & Icon Set](#)
 - Due Week 13 Apr. 29: [Design Deliverable #6: Wireframe](#)
- Critiques are done **at the beginning of class**, so students must be punctual in order to participate.
- If your work is not complete yet, you can still participate in the critique!

Completion Checklist

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

Submitting Your Work

- Please upload your work to the [Canvas](#) page for the *assignment* (not the critique) prior to the start of class.
- Nothing needs to be submitted to the page for the critique; these pages exist just to record the grade.

Making Up a Missed Critique

- Students who miss an in-class critique may make up the critique and receive full credit, provided that the student's absence or tardiness was properly communicated prior to class.
- To make up a missed critique, the student may request to present their work during my office hours.

Extra Credit

- Students may participate in additional critiques beyond the required 4 to receive extra credit, but no more than 10% extra credit total may be applied for the semester (*students also can earn extra credit by completing additional revisions beyond the amount required*).

Revisions

Due [Week 10 \(Apr. 8\)](#); [Week 11 \(Apr. 15\)](#); [Week 12 \(Apr. 22\)](#); [Week 13 \(Apr. 29\)](#); [Finals Week \(May 6\)](#)

2% of Semester Grade Each

Instructions

- Students must **revise 5 pieces of their artwork** over the course of the semester. These 5 pieces may be selected from any of the assignments below. Some of these assignments originally asked you to create multiple pieces of artwork; **but for the revision, each individual piece of artwork that you revise will count as 1 revision**. For example, the Logo Design assignment has you create a total of 3 different designs, but you can choose one of those 3 to revise. If you were to revise all 3, that would count as 3 revisions.
 - [Photoshop Assignment #1: Thematic Collage](#)
 - [Design Deliverable #1: Style Tile](#)
 - [Design Deliverable #2: Logo Design](#)
 - [Design Deliverable #3: Promotional Artwork](#)
 - [Design Deliverable #4: Character Design](#)
 - [Design Deliverable #5: UI Kit & Icon Set](#)
 - [Design Deliverable #6: Wireframe](#)

Extra Credit

- Students may submit additional revisions beyond the required 5 to receive extra credit, but no more than 10% extra credit total may be applied for the semester (*students also can earn extra credit by participating in additional critiques beyond the amount required*).

Grading Rubric for Revisions

- **100%** All shortcomings have been addressed; or, if the original work had no room for improvement, the work has been expanded on in a meaningful way.
- **80%** Shortcomings have been partially addressed, though minor flaws remain.
- **50%** Little work was done to address feedback, and major improvements are still needed.
- **0%** Feedback was unaddressed in the revised work, or no revision was submitted.

Submitting Your Work

- Please upload your work to the [Canvas](#) page for the *revision* by **5:30 PM** on the due dates listed below:
 - Due Week 10 Apr. 8: [Revision #1](#)
 - Due Week 11 Apr. 15: [Revision #2](#)
 - Due Week 12 Apr. 22: [Revision #3](#)
 - Due Week 13 Apr. 29: [Revision #4](#)
 - Due Finals Week May 6: [Revision #5](#)
- Upload your work in the same format (filetype) as requested for the original assignment.
- For example, if you were instructed to upload a (.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.

Rider University Undergraduate 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 2026 withdrawal dates can be found on the Rider Academic Calendar:

<https://catalog.rider.edu/academic-calendar/#Spring%20Withdrawal%20Dates>

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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