



Digital Media Design and Management

ITP 212x (3 Units)

Objective The purpose of this course is to provide design and management techniques that are applicable to a wide range of digital media: paint, web, interactive CD, 3D and 2D animation. It provides a fundamental understanding of design theories for digital media and an understanding of the management of digital media projects and assets.

Concepts In this class, students will learn the basic theories behind effective design: color, balance, and composition. Next, they will learn to design layouts that help control the order in which items are viewed (flow), to reduce confusion, and to enhance the message. Then, students will learn to design effective interactive interfaces, to choose appropriate modalities, and to include appropriate feedback.

Students will next learn to manage a digital media project. They will learn to manage resources, including people and digital assets. They will learn the stages and issues involved in developing a project. And they will learn to work with clients. And finally, they will learn about legal issues in digital media development.

Prerequisite Working knowledge of at least one visual digital media creation tool (e.g. PhotoShop)

Recommended Knowledge of PhotoShop

Lecture 2hrs/week

Lab 1hrs/week (independent)

Textbook

1. The elements of color, Johannes Itten
2. Graphic design cookbook: Mix and match recipes for faster better layout, Leonard Koren
3. Designing interactive digital media, Nick Iuppa
4. Managing multimedia: Project management for interactive media, Elaine England
5. A Gift of Fire: Social, legal and ethical issues in computing, Sara Baase

Grading The following point-structure will be used in determining the grade for the course. Final grade will be based upon the total points received, the highest total in the class, and the average of the class.

Balance, color, composition project	50
Exam 1	50
Layout design project	100
Exam 2	50
Interactive triggers and branching design	50

Project Proposal	50
Final Exam	100
Final Project	200
TOTAL POSSIBLE	650

- Policies**
- Make-up policy for exams: In order to make up for a missed exam, the student must provide a satisfactory reason along with proper documentation. Usually make-ups are allowed only under extraordinary circumstances.
 - Late Projects: Only one project may be turned in late (and receive full points). No other late projects will be accepted.
 - Though working together is encouraged, the projects must be your own effort. "Duplicate" projects will all receive zero points and possible referral to the Office for Student Conduct.
 - All students should read, understand and abide by the University Student Conduct Code
<http://www.usc.edu/dept/publications/SCAMPUS/governance/gov03.htm>

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Course Outline

Week 1 – Introduction and course overview

- Introduction into the field of digital media design and the relationship of digital media management to other forms of management.

Reading: TBD

Project: None

Week 2 – Design theories: Color and composition

- Color balance theories and techniques
- Composition theories and practical applications
- Overview of PhotoShop

Reading: TBD

Project: Create visual compositions showing color and balance techniques (due week 4)

Week 3 – Design issues: By platform and media

- Discussion of platform strengths and limitations
- Discussion of various media strengths and limitations
- Using SQL with ODBC databases

Reading: TBD

Week 4 – Design issues: by application

- Discussion of tools for design, paint, web, interactivity, 3D
- Discussion of tool limitations and strengths

Reading: TBD

Week 5 – Layout

- Font selection and styles
- Element location and flow
- Media influences
- Color and themes
- Target audience demographics and psychographics
- Selection of development programs

Reading: TBD

Project: Layout and design (due week 9)

Week 6 – The design process

- Planning, storyboarding, flowcharting
- Samples

Reading: TBD

Exam #1

Week 7 – Content selection, asset management, repurposing

- Platform restrictions
- Project purpose
- Storage issues
- Media reuse issues

Reading: TBD

Project: Begin final project (due week 15 or 16)

Week 8 – Content selection, asset management, repurposing (cont'd)

Reading: TBD

Project: Final Project Proposals

Week 9 – Interactivity and feedback

- Layout considerations
- Element location
- Feedback options
- Navigation choices
- Introduction to various interactive applications

Reading: TBD

Project: Interactive trigger and branching design (due wk 11)

Week 10 – Project management: Managing people and assets

- The role of a manager
- Managing in-house and external resources
- Asset management issues and options

Reading: TBD

EXAM #2

Week 11 – Project management: Systems development life cycle

- Overview of the SDLC
- Management issues by project type
- Controlling chaos

Reading: TBD

Week 12 – Project management: Working with clients

- The proposal process
- Contracts
- Client relations and communications
- Who should be responsible for what

Reading: TBD

Project: Project proposal (due week 14)

Week 13 – Copyright, licensing, and distribution

- Media and talent
- Royalty and buy-out options
- Packaging
- Mastering and replication/duplication
- Licensing, copyright, trademark

Reading: TBD

Week 14 – Showcasing media

- Showcasing samples of various media
- Discussion, analysis, and critique of the samples

Week 15 – Final project presentations and critiques

- Presentation by students
- Critique by students and instructor

Week 16 – Final project presentations and critiques and **FINAL EXAM**

