PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

DESIGN FOR DIGITAL SCREENS
MDT 1950

Class Hours: 3.0 **Credit Hours: 3.0**

Laboratory Hours: 0.0 **Revised: Spring 2011**

Catalog Course Description:

This course explores how the major aesthetic media elements--light, color, space, time, motion, sound, and concepts of design--are creatively applied to luminous screens and digital display. Visual structures and principles developed for two-dimensional surface design and those unique to surfaces that glow and refresh in time, as well as communication theories and the impact of media convergence on design, will be studied to develop visual thinking and problem solving for the display of and interaction with content delivered by digital media and the Internet.

Entry Level Standards:

Students must be able to read and write at a college level, and have basic abilities to use a computer.

Prerequisites:

None

Textbook(s) and Other Course Materials:

Sight, Sound, Motion: Applied Media Aesthetics, 6th Edition. Herbert Zettl, Wadsworth Publishing. ©2010, ISBN 0495802964

I. Week/Unit/Topic Basis:

Week	Topic
1	Introduction, syllabus, goals and expectations, overview. What is Applied Media Aesthetics?
2	Screens: Characteristics of Displays. Interaction: Graphical User Interface. The First Aesthetic Field: Light.
3	Structuring the First Aesthetic Field: Lighting.
4	The Extended First Field: Color.
5	Structuring Color: Function and Composition.
6	The Two-dimensional Field: Area.
7	The Two-dimensional Field: Forces Within the Screen.

	Structuring the Two-dimensional Field: Interplay of Screen Forces.
8	The Three-dimensional Field: Depth and Volume.
9	Structuring the Three-dimensional Field: Screen Volume and Effects. Building Screen Space: Visualization.
10	The Four-dimensional Field: Time.
11	The Four-dimensional Field: Motion. Structuring the Four-dimensional Field: Timing and Principal Motions.
12	The Five-dimensional Field: Sound. Structuring the Five-dimensional Field: Sound Structures.
13	Narrative, Continuity, Place, Time, Action, Voice, Sound.
14	Complexity: Interactivity, Picture, Sound, Multimedia Combinations.
15	Projects, Final Exam Period

II. Course Goals*:

The course will:

A. Demonstrate a functional knowledge of the elements of design, basic light and color theory, the terminology, physical basis, psychological, cultural context, and relationship to composition. I, II, III, IV

B. Demonstrate a basic understanding of aesthetic concepts and design terms in written work and the application of course concepts in the analysis and criticism of digital media displayed on screen. I, II, III, IV

C. Develop conceptual problem-solving methods of design for specific media displays. I, II, III, IV

D. Integrate multiple design elements into screen layout and complex composition. I, II, III, V

E. Develop an understanding of interactive and motivated response to luminous display of content. I, III

F. Develop an understanding of design based on project goals, objectives and display device attributes. I

*Roman numerals after course objectives reference goals of MDT program (Career Program Goals and General Education Goals are listed http://www.pstcc.edu/departments/curriculum_and_instruction/syllabi/)

III. Expected Student Learning Outcomes*:

Students will be able to:

1. Critically analyze design for digital screens using aesthetic terms and evaluation criteria. A, B, C, D, E, F

2. Identify design elements and principles used in design for luminous digital media. A, B, E, F

3. Understand scanning technology in the translation of images into the digital environment. A

4. Distinguish between additive and subtractive color models. A, B

5. Apply aesthetic design concepts to create original design for various digital media display formats. A, C, D, E, F

6. Understand basic design concepts and terminology. A, B, C, D, F

7. Incorporate visual dimensions of light, color, space, and the dimensions of time, motion, and sound concepts into effective forms of communication in a digital media display. A, B, C, D, E, F

8. Distinguish between additive and subtractive color models. A, B

9. Develop a design to fulfill project goals and objectives to display specific digital content on a HD TV screen. A, C, D, E, F

10. Develop a design to fulfill project goals and objectives to display specific digital content on a laptop computer screen. A, C, D, E, F

11. Develop a design to fulfill project goals and objectives to display specific digital content on a hand-held mobile device screen. A, C, D, E, F

12. Employ applied media aesthetics concepts to a design combining multiple media in a â€œsynthesisâ€ project. A, C, D, E, F

13. Apply relevant nomenclature and concepts in discussion, questions, answers, and written responses. A, B

14. Understand the display characteristics of different digital media types. A, B, C, D, E, F

15. Understand the influence of historical development of aesthetic concepts of beauty, art and graphic design on design for digital screens. A, B, C, D, E, F

16. Develop design appropriate for types of digital display based on purpose and expected use. A, B, C, D, E, F

17. Understand the role of custom in shaping design parameters for luminous screens. A, B, C, D, E

18. Understand the use of cohesive and fragmented space in design for various screens. A, B, D, E, F

19. Understand the concepts of multiple messages and context in interpreting design of luminous media. A, B, D, E

20. Understand the role of scale and distance for shaping design and user expectations for luminous displays. A, B, C, D, E, F

21. Understand the design implications of screen shape and placement. A, B, C, D, E, F

22. Distinguish between appropriate use and inappropriate use of media based on display characteristics and user expectations. A, B, C, D, E, F

23. Identify significant examples of art and applied design that influence design for luminous

screens. A, B

24. Develop design plan for content on large and small screens. A, C, D, E, F

25. Incorporate multiple messages in design plan for display of luminous content. A, C, D, E, F

26. Translate a design plan from one scale of luminous display to another. A, C, D, E, F

27. Articulate design concepts relevant to shape, placement and scale of display. A, C, D, E, F

28. Understand the impact of media convergence on media design and display options. A, B, C, D, E, F

29. Appreciate the importance of the user audience in all aspects of media design. A, B, C, D, E, F

30. Understand design in the context of marketing strategy, branding and identity development when choosing or designing for specific types of screen display. A, B, C, D, E, F

31. Appreciate the impact of social context, interaction, social connection and two-way communication on design. A, B, C, D, E, F

32. Provide for social and interactive experience in a design. A, B, C, D, E, F

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

V. Evaluation:

A. Testing Procedures: 50 %

Quizzes: objective questions on reading assignments
Exam: comprehensive

B. Exercises Expectations: 50%

Research and design tools assignments
Design projects for various digital screens

C. Field Work:

N/A

D. Other Evaluation Methods:

N/A

E. Grading Scale:

A 90-100
B+ 85-89
B 80-85
C+ 75-79

C 70-75
D 60-69
F 59 or less

VI. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:
• Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
• Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
• Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
• Taking an exam for another student.
• Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
• Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at http://www.pstcc.edu/sswd/.

D. Other Policies:

An atmosphere of professionalism will be maintained during all discussion of human similarities and differences; inflammatory or inappropriate language will not be tolerated.