

Fall 2018

DD 363-001: Digital Design Studio

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DIGITAL DESIGN STUDIO

SCHOOL OF ART & DESIGN, NEW JERSEY INSTITUTE OF TECHNOLOGY

DD363

Monday Thursday 1200PM-600PM

The course will introduce students to the language and conventions of manipulating space and form to create visual narratives using digital media.

INSTRUCTORS

Polina Zaitseva zaitseva@njit.edu

Office hours: by appointment

Matthew Gosser mlg2@njit.edu

Office hours: Mondays and Thursdays 10-12

Office 522

OBJECTIVES

1. Develop effective work pipeline for visualization
2. Provide an exposure to visual storytelling.
3. Develop a creative direction methodology for visual storytelling.
4. Develop a sense of quality of craft.
5. Learn clearly communicate artistic intentions.
6. Observe and discuss examples of effective design.
7. Build a coherent body of work.
8. Develop critical analyzing skills

RESOURCES

Online tutorials, articles, and books.

Suggested books:

Digital Painting and Texturing by Owen Demers

Digital Lighting and Rendering by Jeremy Birn

Software

3d Max, Maya, Cinema 4D, Blender, Adobe Suite

EVALUATION

The course grade will be based on those grades:

Design projects 50

Design projects presentations 20

Sketch book 10

Final portfolio 10

Research 5

Class participation 5

Attendance will be taken.

Each project, presentation and research must be in by deadline. Excused work due in next class. Late work will not be accepted.

NJIT uses the following grades:

A/4.0 (superior) B+/3.5 (excellent) B/3.0 (very good) C+/2.5 (good)

C/2.0 (acceptable) D/1.0 (minimum) F/0.0 (inadequate)

CALENDAR

(Tentative, subject to change)

Sep	6	Class intro
	13	PR1 Due+Presentation
	17 20	
	24	PR2 Due+Presentation
Oct	1 4	
	8	PR3 Mid Review
	15	PR3 Due+Presentation
	22 25	
	29	PR4 Mid Review
Nov	1	
	5	PR4 Due+Presentation
	12 15	
	19	PR5 Mid Review
	26 29	
Dec	3	PR5 Due+Presentation
	6	Final Portfolio Review
	10	Final Class All final work is due

DESIGN PROJECTS

In this course, students will predominantly be involved in visualizing narrative or abstract images, using 3d software. Students will be using design software to create textures for 3d models, composite, final look development and retouching. All final images should be in TIFF format (no layers), at least 150DPI.

DESIGN PROJECT PRESENTATIONS

Each design project will be accompanied by well designed tabloid landscape format PDF file and presentation. In each PDF layout, students will present visualization pipeline, from sketches, research+develop, drafts, intermediate stages, deconstruction and final render. PDF will be presented to classmates and instructor on specific dates (see CALENDAR)

SKETCHBOOK

Sketchbook is required material for this class. Invest into sketchbook that you will ENJOY using. Think of your sketchbook as your VISUAL THINKING TOOL. It will help you to initiate your visual approach to each design project. Sketchbook integrates conceptual framework, helps you think about what you will be designing, BEFORE your work on computer. You don't have to know how to draw. Sketchbook should be fun exploration of your ambitions, design and mind mapping.

Your sketchbook will be viewed by instructor weekly. Most important drafts and sketches should be featured in PDF for each project.

FINAL PORTFOLIO

Single PDF designed to showcase your coherent body of work throughout this semester.

RESEARCH

Each week, students will search and share tutorials, online or magazine articles and other design related materials, with other students. The research must be uploaded to collective shared folder in Google Drive. Once a week, one student will present his/her finding to the class. Label your uploads LAST_FIRSTNAME_Week#

CLASS PARTICIPATION

You are required to participate in presentation feedback sessions and critiques. You are required to present research to class and weekly upload materials.

EXTRA CREDIT

Challenge yourself to experiment with animating any scene you create for any project. It can be very simple animations, but it will allow you to get comfortable with the software.

GOOGLE DRIVE

Upload all work to be graded and archived to your folder on [Google Drive](#). Keep your folder organized.

Use [Research Collective folder](#) for uploading your research.

KEPLER

You are required to upload all FINISHED work to [Kepler](#), in order to receive your final grade for term. Failure to upload will result in an F for the term. Upload JPGs and PDF.

HOW TO EARN A OR B

Do work on time
Attend every critique
Spend time preparing presentations
Present every project
Sketch and draft every week
Take advantage of extra credit
Research upload every week
Communicate with instructors
Upload work to GoogleDrive
Upload work to Kepler

INSTRUCTOR EXPECTATIONS

At all classes you are expected to bring new computer models, renderings, and hand drawings (sketches) relevant to the project in progress. While this course introduces and uses several software packages, you should not rely on this course to teach them to you. Make use of all available resources to learn the software, books, online help, instructors and fellow students.

1 MIXED COMPOSITE

GOAL

To experiment and create a composite image with a variety of software and traditional image making tools.

DATES

Assigned: 09.06.18

Due: 09.13.18

TASK

Think of this exercise as pure experimentation.

You must use your own mix of photographs, drawings, 2d design and 3d elements to create a single image. This can be an image of an object, a portrait, an environment, etc.

Experiment with composition and camera location, interaction of 2d/3d objects with props and environments. Control the final look of the composite by color correction and post production.

As you experiment with your composition, do not settle on the first result. Keep developing your ideas and save each iteration to show your progression and versions leading up to your final image.

DELIVERY

1 final image

Iterations leading up to final image

PDF

No presentation

TOOLS

3d Max, Blender, Maya, Cinema, Photoshop, InDesign, Illustrator, Sketchbook, Camera

2 EMOTIONAL RESPONSE ABSTRACT

GOAL

Create series of abstract images.

DATES

Assigned: 09.13.18

Due: 09.24.18

TASK

Rigorously study the following themes in relation to: formal expression, particle systems, systematic construction/tooling/scripting and 3d topology (especially joints and connections). Incorporate abstract studies, numerous physical examples, drawings and 3d modeled sketches.

No need to create textures. Your models do not have to be complex. Experiment with 3d strictly.

Use color and lighting (in 3d software) to control the mood of the environment, resulting in emotional response.

* This is great project to learn basic animation tools.

TOOLS

3d Studio Max, Maya, Photoshop, InDesign, Illustrator

DELIVERY

3 final images

PDF+Presentation

3 EMOTIONAL RESPONSE NARRATIVE

GOAL

Develop a structured narrative illustration using 3d modeling and rendering tools.

TASK

Create a single frame digital image exercising traditions of film, animation or art, in which using color, environment and composition allows you to evoke emotional response to the viewer.

Your image must communicate either a personal history, or an event or environment.

You can choose to model photorealistic objects and environments, or caricature style. Do not underestimate the amount of time to model and texture realistic scenes.

Use color and lighting (in 3d software) to control the mood of the environment, resulting in emotional response.

Control final look in post.

Color in Film: [Read here](#)

TOOLS

3d Studio Max, Maya, Photoshop, InDesign, Illustrator

DELIVERY

1 final image

PDF+Presentation

DATES

Assigned: 09.24.18

Mid Review: 10.08.18

Final Presentation: 10.15.18

4 BIONIC CREATURE

GOAL

Create a story through designed creature and its environment.
Introduce creatures history and/or its future.

TASK

Create an abstract bionic/steampunk/mechanical creature (insect, mammal, aquatic life) and place it in “realistic” natural environment, using lighting techniques, depth of field and compositing to finalize the image.

Using original photographs for backdrops is allowed. Using original abstract backdrops is allowed.

Viewer should be able to recognize the type of creature.

DELIVERY

1 final image

1 explosive view

5 minimum detail images

PDF+Presentation

TOOLS:

3d Studio Max, Cinema 4D, Maya, Blender, Photoshop, Illustrator, camera, After Effects

DATES:

Assigned: 10.15.18

Mid Review: 10.29.18

Final Presentation: 11.05.18

5 HOMAGE TO ART

GOAL

Create an image or abstract work based on specific art movement of 20th century.

TASK

Based on your research and collection of visual evidence, model, texture, light and composite final image based on visual style of chosen art movement.

The objects or scenarios you wish to model are up to you, but should be corresponding to specific movement and its symbolism.

You are NOT copying a painting/sculpture. You are reproducing its style in 3d/2d medium.

Viewer should be able to recognize which art movement you based your image on.

*If you wish to work with other art movement (before 20th century), please consult your instructor.

DELIVERY

1 final image
5 minimum detail renders
PDF+Presentation

TOOLS

3d Studio Max, Cinema 4D, Maya, Blender, Photoshop, Illustrator, After Effects

DATES

Assigned: 11.05.18
Mid Review: 11.19.18
Final Presentation: 12.03.18

FINAL PORTFOLIO

GOAL

Create single PDF designed to showcase your coherent body of work throughout this semester.

TASK

Portfolio should include:

1. Final image(s)
2. Detail shots
3. Brief description
4. One page of interesting progress shots for each project.

Design layout using typography, grid, and color to compliment your vision and your final work.

Design should not compete with your images, it should compliment.

Keep it simple.

Choose your font wisely

Animations must be optimized and embedded into PDF.

DELIVERY

PDF

Presentation for Final Review Class

TOOLS

InDesign, Illustrator, Acrobat

DATES

Final Presentation: 12.06.18