

## Core 3: Topics Digital Product Design

Program	School of Art, Media, and Technology: BFA Communication Design
CRN	PUCD 3095-H
Semester	Fall 2021
Meeting Days	Tuesdays & Thursdays
Meeting Time	7–9:40pm
Building/Room	63 Fifth Ave, Room 620
Zoom	<a href="https://newschool.zoom.us/j/94686841870">newschool.zoom.us/j/94686841870</a>
Instructor & Email	Mianwei Wang, <a href="mailto:wangm@newschool.com">wangm@newschool.com</a>
Class Website	<a href="https://ease-in.glitch.me">ease-in.glitch.me</a> ; Canvas

## Course Description:

This advanced required studio is focused on designing across disciplines within design. Students will apply knowledge of typography and interaction within a specific context in communication design. The first half of the semester will consist of workshops around principles and case studies in multiple interconnected areas, including digital product design, editorial design, design for branding, type design, and motion design, in addition to deeper study of one of these areas within the section. In the second half of the semester, students will develop a larger independent project within a single contextual area, led by their section faculty, demonstrating what they have learned in the first half of the semester across all topics.

- UNIT 1  
week 1-4: Starting out in digital design + histories, principles, case studies in all topics.  
Students will have a broad introduction to Digital Product Design, a sub-discipline within communication design. Within their section, they will study Digital Product Design in depth, and across all sections, they will get a brief overview of 6 different areas that intersect with it through asynchronous lectures to be discussed in class: Form and content, Branding (external), Typeforms, Digital Design, Editorial Design Systems, and Branding (internal).
- UNIT 2  
week 5–9: Design design in depth and independent digital design project start.  
Students will begin an independent website project to be completed at the end of the semester. Meanwhile, they will continue their in-depth learning in digital design, while continuing asynchronous lectures in Digital Design Systems, Motion, and Web Typography.
- UNIT 3  
week 10–15: Independent digital product project development and completion.  
Students will iterate on their independent digital product projects, while learning more specific methods and techniques for the chosen domain.
- UNIT 4  
week 16: Final presentation.  
Students will gather their independent work into a presentation to their class, their faculty, and guest critics. Both the presentation and the project(s) will demonstrate what they have learned about digital design during the course of the semester, as well as what they learned about the various intersecting methods and domains presented in the asynchronous sessions and discussed in class.

#### Synchronous/Asynchronous Learning:

The general approach of this class will combine synchronous (at the same time) and asynchronous (not at the same time) lectures, demonstrations, critiques, and learning exercises.

By the end of the semester, students will be able to:

- Use and translate appropriate and advanced techniques with the production of work.
- Demonstrate basic understanding of principles in multiple areas of communication design.
- Articulate how the design of type, brand design strategy, digital design, and editorial design are connected.
- Articulate the dominant historical and theoretical underpinnings within a specific contextual domain.
- Provide meaningful written and oral feedback on other students' work, using shared language and references.
- Create an independent project through many cycles of ideation, iteration and production.

Common Deliverable Requirements:

All students will respond meaningfully to prompts presented by faculty after each case study, and will all develop an independent project within a specific communication design discipline for the final critique.

Assessment Criteria:

Feedback on other students' work	20%
Cross-Topic Exercises	10%
Class Exercises	20%
Independent projects	50%

Grading Rubric

<https://docs.google.com/spreadsheets/d/1ubzOOXpkLZeSUgIBG6CgxpVsFbPxLH12XIFK6Z7dFOk/edit?usp=sharing>

Attendance, Grading and Work Submission Standards, Program Policies, Making Resources, and University Policies:

All CD classes adhere to the same program and university policies:

[https://docs.google.com/document/d/1u358io8doX\\_SVVMGqIM\\_oH5V0OiccneYu4Ww-uE55QM/edit?usp=sharing](https://docs.google.com/document/d/1u358io8doX_SVVMGqIM_oH5V0OiccneYu4Ww-uE55QM/edit?usp=sharing)

## Materials and Supplies:

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- Laptop is required for in-class exercises.
- Code editors: Atom (<https://atom.io/>) or Visual Studio Code (<https://code.visualstudio.com/>), or
- Create an account on [glitch.com](https://glitch.com), this will allow you to create free online projects with public access.
- Design tools like Adobe Suite, or Figma are at students' choices.
- Canvas and emails are the initial methods for announcement and communication.
- Check class website (<https://ease-in.glitch.me/>) frequently for up to date information.
- Based on availability, Google sheets or other alternative online alternative platform will be used for sign-up sheets and reading response.

## Course requirement:

No previous coding experience is required. The course will offer some HTML/CSS learning sessions both in and out of the classroom, but programming is neither required for independent projects, prototyping and other alternative methods are welcome; However, you are encouraged to learn HTML and CSS or other coding languages along the course.

## Readings:

There will be 1–2 assigned readings for most classes. Students are responsible for writing one short reading response due before class. Reading responses should include your thoughts on the material (2 sentences minimum) and 2 questions for discussion. Submit your reading response before class. Specific readings will be provided along the course.

## Schedule:

- Synchronous: All-cohort (165), (All-class (15), Small Group (3-4), One-on-one
- Asynchronous: Recorded lectures, workshop exercises, section assignments
- [https://docs.google.com/spreadsheets/d/1pASdxnCxVEdW8YoxkNPdBLjgKj\\_lynvKRYGSviKjKvY/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1pASdxnCxVEdW8YoxkNPdBLjgKj_lynvKRYGSviKjKvY/edit?usp=sharing)

\*The following schedule is tentative and subject to change due to the actual number of students enrolled.

UNIT 1—Starting out in digital design + histories, principles, case studies in all topics.  
week 1

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08/31 (On Zoom)

All-Topics: Kick-off  
All-Class: Introduction, expectation, adjustment & etc.

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09/2 (On Zoom)

All-Class: Introduce Project 1.1;  
For next class:  
- Watch Form and Content lectures  
- Submit your reading response, and sign-up for your presentation slot.

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week 2

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09/07 (In person)

All-Class: Form and Content Discussion  
All-Class: Project 1.1 presentation  
Introduce Project 1.2

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09/09 (In-person)

All-Class: Reading response review  
Small Group: Peer critic, Project 1.2 ideas & sketches  
For next class:  
- Watch Typeforms lectures

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week 3

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09/14 (In-person)

All-Class: Typeforms discussion  
Individual meeting: Group 1  
In class working time: Group 2

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09/16 (In-person)

Individual meeting: Group 2  
In class working time: Group 1  
For next class:  
- Watch Motion lectures  
- Sign-up for your presentation slot.

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week 4

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09/21 (In-person)

All-Class: Motion discussion  
Group 1: Project 1.2 presentation

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09/23 (In-person)

Group 2: Project 1.2 presentation  
For next class:  
- Watch Digital Product Design lectures  
- Submit your reading response

week 5

09/28

All-Class: Digital Product Design discussion;  
Reading response review;  
CSS workshop

09/30

All-Class: Recap on CSS  
Introduce Project 2  
Individual: In class working time  
For next class:  
- Watch Motion lectures

week 6

10/05

All-Topics: Cohort-wide learning  
All-Class: Editorial Design System Discussion  
Individual: reading response working time. Submit your reading response here before next class.

10/07

All-Class: Reading response review  
Guest lecturer: Katie Colford  
For next class:  
- Watch Editorial Design System lectures

week 7

10/12

All-Class: Editorial Design System Discussion  
Individual: In class working time  
For next class:  
- Sign-up for your meeting slot.

10/14

Small Group: Independent project critique  
For next class:  
Watch Brand (Internal) lectures  
- Submit your reading response here  
- Sign-up for your meeting slot.

week 8

10/19

All-Class: Brand (Internal) discussion  
Group 1: Individual meeting

10/21

Group 2: Individual meeting  
For next class:  
Watch Brand (External) lectures  
Sign-up for your presentation slot.

week 9 (Midterm)

10/26

All-Class: Brand (External) discussion  
Midterm review and assessment discussion  
Group 1: p2 presentation

10/28

Group 2: p2 presentation

UNIT 3—Independent digital product project development and completion.  
week 10

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11/02

Individual: In class reading time, submit your reading response here  
All-Class: Introduce Project 3  
For next class:  
- Sign-up for your meeting slot.

11/04

Group of 3: discussion on reading responses.  
Individual: In class working time for sketches and questions  
For next week:  
- Sign-up for your meeting slot.

week 11

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11/09

Group 1: Individual meeting

11/11

Group 2: Individual meeting

week 12

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11/16

All-Topics: Cohort-wide learning  
Small Group: Peer critique

11/18

Individual: In class working time  
For next class:  
- Sign-up for your meeting slot.

week 13

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11/23

Individual: Individual meeting

11/25

No class (thanksgiving)  
For next class:  
- Sign-up for your meeting slot.

week 14

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11/30

Individual: Guest Critics  
For next class:  
- Sign-up for your meeting slot.

12/02

Individual: Individual meeting.  
For next class:  
- Sign-up for your meeting slot.

week 15

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12/07

Individual: Project presentation critique

12/09

Small Group: Project presentation critique  
- Sign-up for your presentation slot.

12/14

12/16

Group 1: Final review

Group 2: Final review

### Resources and References:

#### Code learning:

Mozilla Developer Network (<https://developer.mozilla.org/en-US/>)

W3Schools (<https://www.w3schools.com/>)

Stack Overflow (<https://stackoverflow.com/>)

Codecademy (<https://www.codecademy.com/>)

Free Code Camp (<https://www.freecodecamp.org/>)

Super Hi (<https://www.superhi.com/>)

#### Bibliography:

- Braidotti, Rosi, *Posthuman Knowledge*, Polity Press, 2019.
- Lessig, Lawrence, *CODE: 2.0* (<https://lessig.org/product/codev2>)
- Lessig, Lawrence, *Free Culture: The Nature and Future of Creativity*, The Penguin Press (United State of America), 2004.
- May, John, *Signal. Image. Architecture.*, Columbia Books on Architecture and the City, 2019.
- Kitter, Friedrich A., *Gramophone, Film, Typewriter*, Standford University Press, 1999.
- Zittrain, Jonathan, *The Future of the Internet—And How to Stop it*, Yale University Press, 2008.

#### Other references:

<https://html.energy/podcast.html>

<https://www.are.na/david-reinfurt/o-r-g-sofwares>

<https://www.are.na/html-energy/pure-html>

<https://www.are.na/laurel-schwulst/websites-with-novel-navs>

<https://arstechnica.com/tech-policy/2014/01/rewinding-to-betamax-the-path-to-consumers-right-to-record/3/>

<https://hbr.org/2008/12/why-the-riaa-stopped-suing>

<https://www.youtube.com/watch?v=yVzKgxxhGdUc>