

## **NEW DESIGN SCHOOL | seminar descriptions**

*All courses are taught by practicing professionals. Instructors will facilitate the seminar with the perspective of their professional métier.*

### **COLB 101 Collaboration Studio 1**

This is the core studio of the first term. Skills for working in a team are honed through application by tackling a design problem that will require both team and individual solutions for collateral pieces in a chosen design campaign. The work will be done in collaboration with 3c21 Design, a graphic design studio located on the New Design School campus and a partner of the New Design School, which provides New Design School students the opportunity to work in an actual design studio. The campaign will fall into one of the five areas of work that 3c21 Design's work focuses on: health, education, social topics, environment, and community. You will learn to interface with a client and take design notes. You will learn what a target audience is. You will learn what a concept is and how concepts play a role in the best designs. You will gain basics for design fundamentals in the areas of materials, layout, typography, color, and supporting art elements, such as photography and illustration. You will learn about the process of critique. You get a taste for how the real design world works. You will build your foundation for Adobe Photoshop, Illustrator, and Acrobat. *Portfolio goal: 1 piece. Classroom hours: 24.*

### **DRAW 101 Analog to Digital Drawing 1**

Develop your drawing skills, both on paper and on the computer. By studying both past and present drawings you will see how the masters command their tools in order to communicate ideas. You will learn various techniques for communicating light and shadow. You will learn to sculpt in two dimensions by applying the principles of perspective. An easy to carry sketchbook will be kept

for the duration of the course, coinciding with Creative Identity 1. Some drawings will also provide content for your Digital Identity 1 course website. You will learn to use pencil, vine charcoal, or Wacom tablet, to manifest your ideas. You utilize Adobe Photoshop and Illustrator for the digital drawing portion of the course.

*Portfolio goal: 1 piece. Classroom hours: 24.*

### **CRID 101 Creative Identity I**

Identify and define your personal creative process. This will be done through journaling, learning to maintain an active sketchbook and identifying other means of documenting creative thought and inspiration. You will gain self-confidence in your creative identity. *Portfolio goal: 1 piece. Classroom hours: 18.*

### **DIID 101 Digital Identity 1**

Establish a conceptual and technical understanding of the Internet by building an online identity. You will learn basics of XHTML/CSS and build a website that serves as the foundation of your digital identity for the digital design program and ultimately extend this into your personal and creative online identity. *Portfolio goal: 1 piece. Classroom hours: 24.*

### **PRPR 101 Professional Practice 1**

Gain a real world picture of the graphic design job market. We will ask, what does it mean to be a designer? You learn to give and take critique. You will ask and actual employers answer what they are looking for. You get the scoop on how you can best prepare for your desired niche in the graphic design market upon graduation. You will set your sights on a career goal. *Portfolio goal: 1 piece. Classroom hours: 18.*

## **DEST 101 Design Studio 1**

You will learn to ask, who is the target audience? You will also learn to ask, what are the goals for this piece, this campaign, and my client? You will take the components of design; line, shape, materials, color, photos, illustrations, and typography. You will design a brand identity from scratch, complete with a style/identity guide. You will be able to identify the designers of contemporary corporate symbols and explain their significance. You will be able to paint a picture of your perfect customer/user/audience and deliver design that they can't resist. Sociological and psychological considerations will be addressed and debated. You will apply your working knowledge of a target audience. You will showcase your ability to develop design concepts. You will gain continued knowledge for design fundamentals in the areas of materials, layout, typography, color, and supporting art elements, such as photography and illustration. You will gain further confidence with Adobe Illustrator, Photoshop, InDesign, and Acrobat. This studio is a chance to focus design research and development on an industry of your choice. *Portfolio goal: 3 pieces. Classroom hours: 24.*

## **DRAW 102 Analog to Digital Drawing 2**

Continue to develop your drawing skills, both on paper and on the computer. Increase your speed and flexibility to communicate ideas. You continue to develop various techniques for communicating light and shadow. You continue learning to sculpt in two dimensions by applying the principles of perspective. An easy to carry sketchbook will be kept for the duration of the course. You will learn to use nontraditional drawing media to manifest your ideas. You utilize Adobe Photoshop and Illustrator for the digital drawing portion of the course. *Portfolio goal: 2 pieces. Classroom hours: 18.*

## **CRID 102 Creative Identity 2**

Continue to explore your creative spirit. Does this mean playing, writing, reading, or listening? What does feeding your creative spirit mean? How can what you feed your body and your mind enhance your creativity. Balance, just as in design, for your life will manifest itself in when you design it that way. *Portfolio goal: 2 pieces. Classroom hours: 18.*

## **DIID 102 Digital Identity 2**

You will gain advanced knowledge of web XHTML/CSS . A mastery of FTP, file transfer protocol, hand-coding XML/CSS, and image preparation for the web with Photoshop will be gained. The wide world of browsers, platforms, and devices will be discovered and identified. You gain awareness of user interface and user feedback. Comb your code alongside your instructor. Gain an introduction to Adobe Web Standard. *Portfolio goal: 2 pieces. Classroom hours: 24.*

## **DEDI 101 Designing Dimensions**

You will gain the eye of an architect and the sensibility of a sculptor. Through working in three dimensions with actual model making you will see how your decisions to change light, space, and texture will ultimately alter the message of your work. The majority of this work will be hands-on with physical materials that will be provided as needed. You will be presented with architectural and sculptural samples that are historically significant, and by the end of the course, will be expected to identify their creators. Awareness of the qualities of three dimensions will forever change the way you design in two-dimensions. *Portfolio goal: 1 piece. Classroom hours: 24.*

## **COLB 102 Collaboration Studio 2**

You identify your leadership skills. You practice your communication skills for presentation. You optimize your organization skills for juggling multiple projects. You develop a design briefing strategy involving listening, writing, and summarizing. You will gain continued knowledge for design fundamentals in the areas of materials, layout, typography, color, and supporting art elements, such as photography and illustration. You will gain further confidence with Adobe Illustrator, Photoshop, InDesign, and Acrobat. *Portfolio goal: 3 pieces. Classroom hours: 24.*

## **PRPR 102 Professional Practice 2**

What is networking? How does being involved in your design community make a difference in your professional career? You will have the chance to meet many design professionals in the area. They will share with you how they made it. You will have the opportunity to connect with designers, art directors and principals of design studios and advertising agencies. Your knowledge of how the freelance world works, (pros and cons) will be expanded from listening to what actual freelance designers have to say about the contract climate. You will learn about bidding a design project, presenting a portfolio, and billing a client. You will continue to hone your business communications. You complete the course with the business savvy to work independently part-time or full-time as a graphic designer on a team. *Portfolio goal: 1 piece. Classroom hours: 18.*

## **CRID 103 Creative Identity 3**

What is creative problem solving? You will answer this question and then work through various practical scenarios where your ability to channel your creative strengths makes you shine. You will sharpen your creative problem solving techniques through game playing, story telling, and role-playing. Observing, listening and decision making, you discover, are key in problem solving, and

when done with intention, make you a valuable asset to any design team.

*Portfolio goal: 2 pieces. Classroom hours: 18.*

### **BLOG 101 Blog Poetics**

You polish your writing skills. You compare and contrast various styles of writing whether it be an expressive blog, a business email, cover letter, or copy writing for an ad. You become aware of common grammar errors. You become a confident writer. *Portfolio goal: 1 piece. Classroom hours: 24.*

### **DEHI 101 Eastern Design History**

Upon completion of this course you will be able to identify key industrial, furniture, graphic, fashion design and architecture of Eastern cultures. You will write three papers on a topics relating to the comparison and contrast of pieces of your choice. *Portfolio goal: 1 piece. Classroom hours: 24.*

### **DEST 102 Design Studio 2**

You will make a schedule and a budget. You will learn package design. You will sharpen your ability to identify your target audience and design concepts. You will apply your continued knowledge for design fundamentals in the areas of materials, layout, typography, color, photography, and illustration. You will learn basic prepress skills. You will continue to hone your skills with Adobe Illustrator, Photoshop, InDesign and Acrobat. *Portfolio goal: 3 pieces. Classroom hours: 24.*

### **TIBM 101 Time Based Media 1**

What is time-based media? You discover that this includes comics, sound, film, multimedia, and video as a start. You will study narrative, plot and characters and extend this metaphor to all time based media. You learn the basics of storyboarding. You will gain an introduction in comic, sound, film, and animation

history. You will gain basics in Adobe Flash. *Portfolio goal: 2 pieces. Classroom hours: 24.*

### **DEHI 102 Western Design History**

Upon completion of this course you will be able to identify key industrial, furniture, graphic, fashion design and architecture of Western cultures. You will write three papers on a topics relating to the comparison and contrast of pieces of your choice. *Portfolio goal: 1 piece. Classroom hours: 24.*

### **PDEV 101 Portfolio Development 1**

What is a portfolio? Develop your physical portfolio. You learn, it's never "done." You learn to modify your portfolio for your interview, client, or because it's time to take out all your school projects and replace them with projects you have done on your own. You will continue to develop your business communication skills. You will prepare for your internship interview. *Portfolio goal: 1 piece. Classroom hours: 24.*

### **THES 101 Thesis Studio 1**

You begin your thesis. You utilize Photoshop, Illustrator, Indesign, Acrobat, Flash, Garage Band, iMovie or related software to get the job done. Your mastery of designing for a specified target audience and design concept will be evident. You will command design fundamentals, materials, layout, typography, color, photography and illustration like a design professional. There will be both a written portion and a physical manifestation of your final project. Your project will be part of a final thesis exhibition. *Portfolio goal: 3 pieces. Classroom hours: 24.*

### **NYNY 101 Metropolitan Design**

What do you gain in viewing the design of information for large urban centers? You will take a close look at how expert designers have solved the visual communication needed for maps and public service messages for a wide public audience. Research necessitates a field trip to big city. *Portfolio goal: 3 pieces. Classroom hours: 24.*

### **TIBM 102 Time Based Media 2**

Manipulating and pushing your time based media involves lots of math whether it involves figuring frames per second, target image resolution, or understanding a line of action script that makes art of math. You will continue a study of contemporary comics, sound, film, and 2D animation. You continue work with Adobe Flash and develop into a creative person who is confident with math. *Portfolio goal: 2 pieces. Classroom hours: 24.*

### **INST 101 Installation 1**

What is space? You will observe how color, texture and light create environments. You will understand site specificity and installation history. You define the relationships between installation, sculpture, and architecture. You inform your graphic design with further observation and understanding of the three dimensional world. *Portfolio goal: 1 piece. Classroom hours: 24.*

### **THES 102 Thesis Studio 2**

You develop and complete your thesis. You utilize Photoshop, Illustrator, Indesign, Acrobat, Flash, and any necessary software to get the job done. Your mastery of designing for a specified target audience and design concept will be evident. You will command design fundamentals, materials, layout, typography, color, photography and illustration like a design professional. There will be both a

written portion and a physical manifestation of your final project. Your project will be part of a final thesis exhibition. *Portfolio goal: 3 pieces. Classroom hours: 24.*

### **PDEV 102 Portfolio Development 2**

You will develop your online portfolio. You learn, it's never "done." You learn to update constantly. Business communication comes as second nature. You will be ready for your internship or any job interview. *Portfolio goal: 1 piece.*

*Classroom hours: 24.*

### **INST 102 Installation 2**

What is the space of your final poster, package design, brochure or website? You will further investigate lighting, audience, and material considerations of your final piece. You will also be able to identify contemporary installation works of Jeanne-Claude & Christo, Andy Goldsworthy, and Jessica Stockholder to name a few.

You make new, higher connections with three-dimensional space and two-dimensional space. *Portfolio goal: 1 piece. Classroom hours: 24.*

### **INTERN Internship**

You commit 15 to 20 hours per week for 12 weeks working in a professional design setting. *Portfolio goal: 3 pieces*