

NEW DESIGN SCHOOL I 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. 3c21 Design is a partner of New Design School and provides 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 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. Drawings will also provide content for your Web 1 seminar. 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 begin to 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.*

DITO 101 Digital Tools

Like an artist has to know how to use a brush, canvas and paint, a graphic designer has know how to use Photoshop, InDesign and Illustrator. You learn to use the tools with mini projects you complete in the class. You will take notes in an hour of lecture and put it to practice in an hour deadline. Balance technical and time pressure. *Portfolio goal: 2 pieces. 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 ask and uncover how you can best prepare for your desired niche in the graphic design market upon graduation. What is networking? How does being involved in your design community make a difference in your professional career? 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 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.*

WEBD 101 Web Design 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 program and ultimately extends into your personal and creative online identity. *Portfolio goal: 1 piece. Classroom hours: 24.*

PADE 101 Package Design

You build a package from a template to warm up your three-dimensional sensibilities. You transform a package that you feel is failing into one that functions. 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 seminar will be hands-on, in-studio work. 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

You will have the chance to personally interview three design professionals to understand their personal creative career path. 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 seminar 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.*

WRDE 101 Writing Skills for Designers

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. Learn to understand proofing marks. You become a confident writer. *Portfolio goal: 1 piece. Classroom hours: 24.*

DEHI 101 Design History 1

Using the *Meggs' History of Graphic Design* text, you explore pre-history through the 18th century. You will study design content in historical context to inform your aesthetic decisions. Projects will be from direct historical inspirations. *Portfolio goal: 1 piece. Classroom hours: 24.*

DEST 102 Design Studio 2

You will make a schedule and a budget. 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.*

TDAF 101 Two-Dimensional Animation with Flash

How is most two-dimensional animation for the web created? You get the terminology and concepts for making Flash animated content. You discover that this includes elements of comics, sound, film and video. You will study narrative, plot and characters and extend this metaphor to all time based media. You learn the basics of storyboarding and technical skills for creating Adobe Flash media. *Portfolio goal: 1 piece. Classroom hours: 24.*

DEHI 102 Design History 2

Using the *Meggs' History of Graphic Design* text, you 18th century through the present. You will study design content in historical context to inform your aesthetic decisions. Projects will be direct inspirations from present designers. *Portfolio goal: 1 piece. Classroom hours: 24.*

TYPE 101 Typography

This seminar is about gaining confidence in choosing type. By identifying a letter's anatomy you begin to discover the subtleties that evoke history, technology and a voice. You discover that type in each context has a distinct voice. You begin to discriminate the line and spaces around letters and words. You then bring together the visual of the formed letter with what needs to be communicated to further inform the end user. You ask, what font will move a specific target audience to a desired action? You gain guides that are based on established type principles and are challenged to innovate based on what has been proven by the past. *Portfolio goal: 2 pieces. Classroom hours: 24.*

THES 101 Thesis Studio 1

You begin your thesis. You design for a specified target audience and design concept will be evident. You 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. To execute you will continue this class for 24 weeks. *Portfolio goal: 3 pieces. 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.*

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: 1 piece. Classroom hours: 24.*

COLR 101 Color Study

Josef Albers studied color his entire life. You will take his life learning's as a guide to approaching the interactions of color and apply it to real design projects and clients. *Portfolio goal: 1 piece. Classroom hours: 24.*

THES 102 Thesis Studio 2

You continue to 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 polish

Not to be confused with Polish the kind of sausage or people from Poland. This is the kind that puts a shine on your portfolio. It is an independent seminar. You will schedule at least three professionals that you want to review your portfolio. From them you are seeking input on how to put on the portfolio-resume-interview polish. In between these sessions, which should be conducted like mock interviews, you make adjustments your portfolio-resume-interview presentation based on the feedback. You provide an evaluation sheet to each reviewer so that they have some ideas of what areas you believe should be polished. They should return it to you shortly after the review. The evaluation review sheet will be emailed to you at the beginning of the term. All portfolio reviews should be completed by week 11. At week 11 there will be a final faculty review of the portfolio, resume and student. A faculty vote will determine if the portfolio is industry ready and if it will be featured at graduation. *Portfolio goal: A shiny, interview-ready portfolio and student. Classroom Hours: Independent Study.*

INTERN Internship

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