

# DESIGN **MEDIA** LAB II

Department of Art + Architecture  
University of San Francisco

## **Design Media Lab II**

Current Course Number: VA 275–06 and 07

One laboratory class session per week,  
2 hours 45 minutes per class

Prerequisite: Typography

XARTS Lab 006

VA 275–06 Friday 9:00–11:45 a.m.

VA 275–07 Friday 1:15–4:00 p.m.

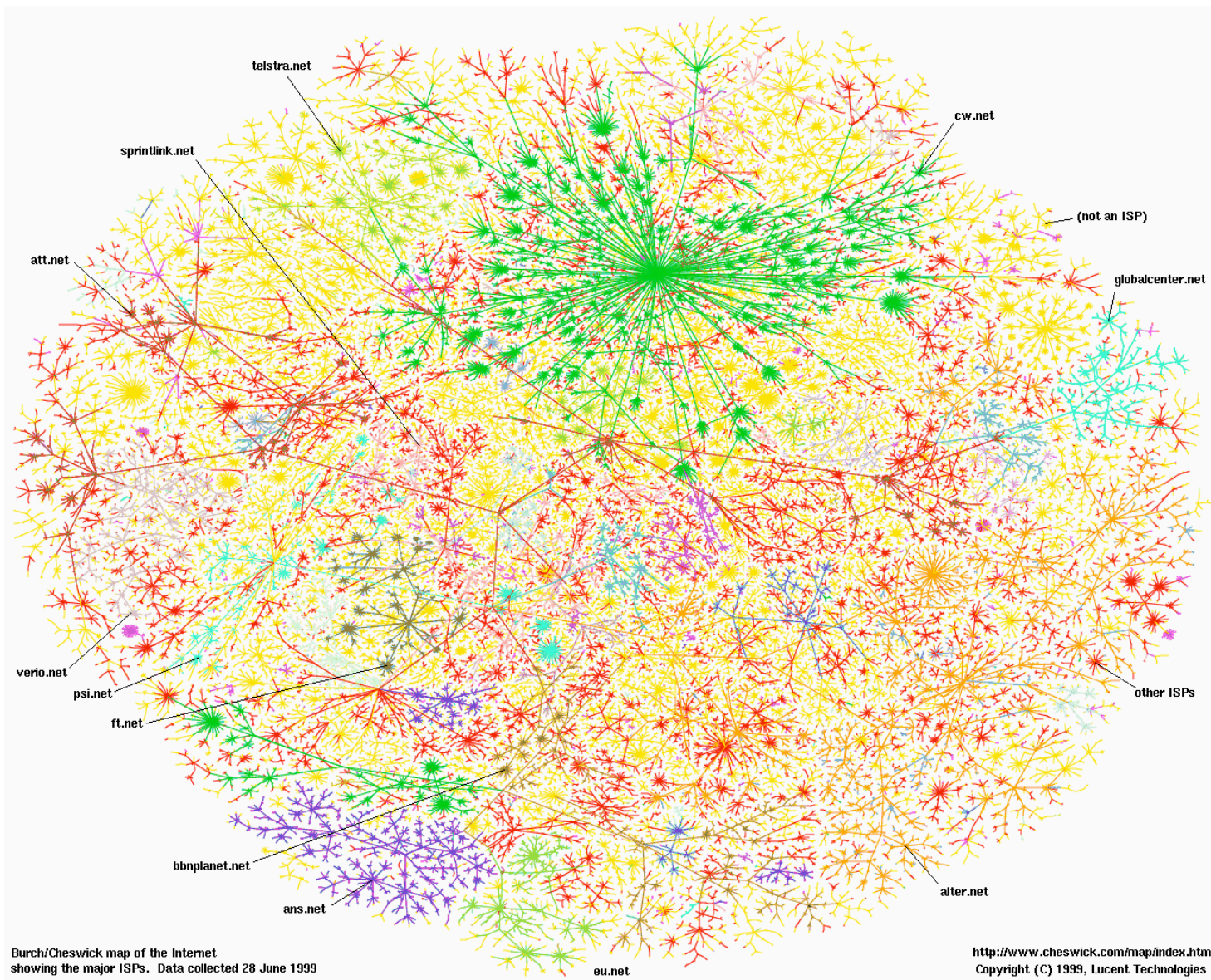
## **Stacy Asher**

Telephone: (415) 312-7810

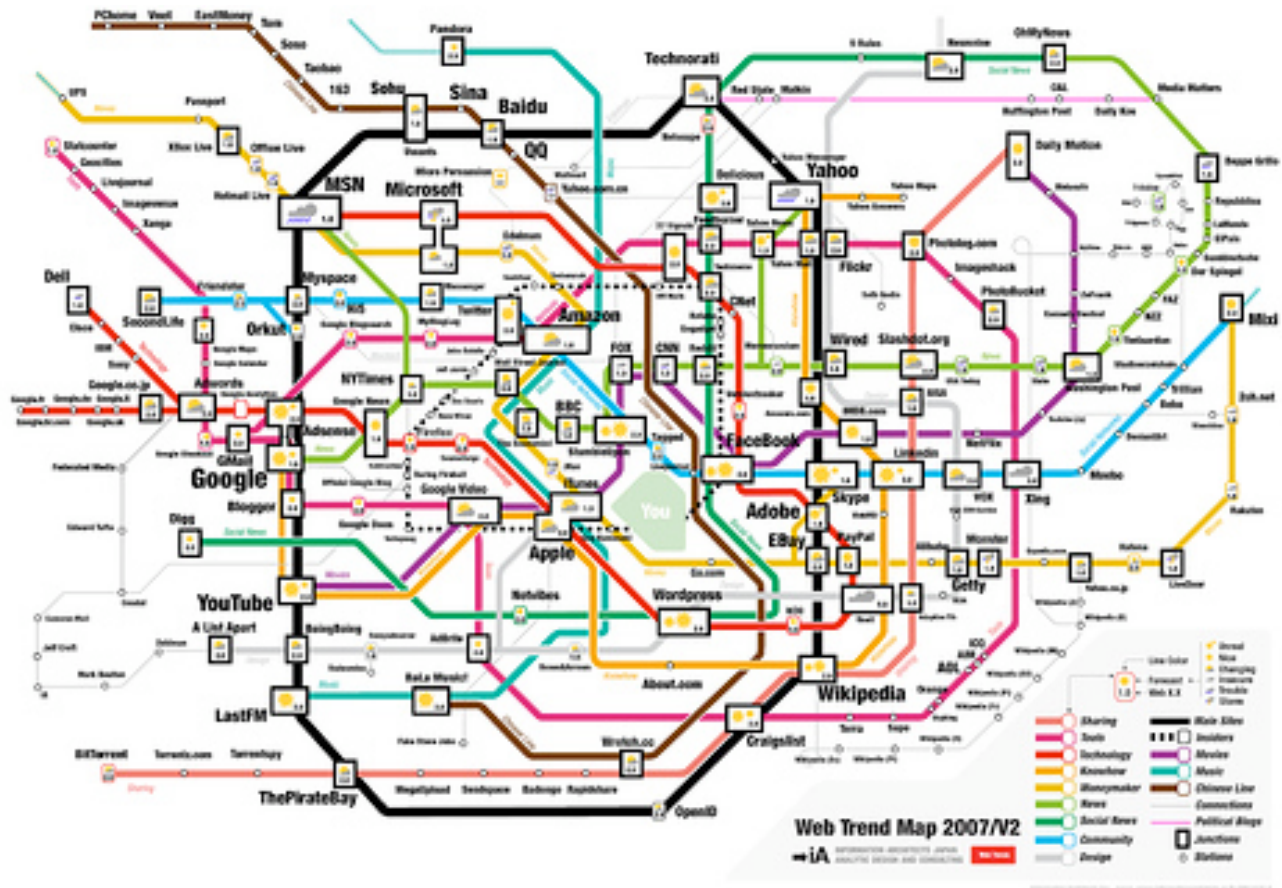
Email: [sjasher@usfca.edu](mailto:sjasher@usfca.edu)

Office Hours:

by appointment.







## So what is web design?

Web design is not book design, it is not poster design, it is not illustration, and the highest achievements of those disciplines are not what web design aims for. Although websites can be delivery systems for games and videos, and although those delivery systems can be lovely to look at, such sites are exemplars of game design and video storytelling, not of web design. *So what is web design?*

Web design is the creation of digital environments that facilitate and encourage human activity; reflect or adapt to individual voices and content; and change gracefully over time while always retaining their identity.

<http://www.alistapart.com/articles/understandingwebdesign>

<http://www.pcmag.com/article2/0,2817,2350562,00.asp>

<http://www.ibm.com/us/en/>

<http://www.w3.org/>

<http://www.w3.org/standards/webdesign/htmlcss>

<http://www.textsfromlastnight.com/>

[http://www-03.ibm.com/innovation/us/smart-erplanet/index.shtml?url=midsized\\_business/-/case%20studies&ca=agus\\_splemmhom-20090701&me=banner&met=synched\\_cr\\_unit\\_pit&re=pcmag&S\\_TACT=USMMB606&cm\\_mmc=agus\\_splemmhom-20090701-USMMB606-\\_b-\\_synched\\_cr\\_unit\\_pit-\\_pcmag#/midsized\\_business/-/case%20studies](http://www-03.ibm.com/innovation/us/smart-erplanet/index.shtml?url=midsized_business/-/case%20studies&ca=agus_splemmhom-20090701&me=banner&met=synched_cr_unit_pit&re=pcmag&S_TACT=USMMB606&cm_mmc=agus_splemmhom-20090701-USMMB606-_b-_synched_cr_unit_pit-_pcmag#/midsized_business/-/case%20studies)



<http://www.zeldman.com/dwws/>

[http://www.apple.com/ipad/?cid=CDM-US-DM-P0009044&Email\\_PageName=P0009044-&Email\\_OID=dfd5b430bc4db2c2836d0227ad9ac0c4&cp=em-P0009044-&sr=em](http://www.apple.com/ipad/?cid=CDM-US-DM-P0009044&Email_PageName=P0009044-&Email_OID=dfd5b430bc4db2c2836d0227ad9ac0c4&cp=em-P0009044-&sr=em)

<http://www.duarte.com>

# The best way to experience the web, email, photos, and video. Hands down.

All of the built-in apps on iPad were designed from the ground up to take advantage of the large, Multi-Touch screen. And they'll work in any orientation. So you can do things with these apps you can't do on any other device.



[Watch the iPad video >](#)



## Safari

The large Multi-Touch screen on iPad lets you see web pages as they were meant to be seen — one whole page at a time. With vibrant color and sharp text. So whether you're looking at a page in portrait or landscape, you can see everything at a size that's actually readable. And with iPad, navigating through the web has never been easier, or more intuitive. Because you use the most natural pointing device there is: your finger. You can scroll through a page just by flicking your finger up or down on the screen. Or pinch to zoom in or out on a photo. There's also a thumbnail view that shows all your open pages in a grid, to let you quickly move from one page to the next.





## Apple iPad

The iPad features a 9.7-inch, full capacitive multi-touch IPS display, weighs 1.5 pounds and measures 0.5 inches thick: thinner and lighter than any netbook, according to Apple chief executive Steve Jobs.



designing for hand held devices

# Objectives

Review file set up on XARTS computers

File management  
(folders, saving, naming, backing up)

File formats (psd, ai, indd, pdf, jpg, tiff, gif, eps)

Resolution sizes for web vs. print



# Vectors vs. pixels (how and when you would use each)

Vector



Raster



RGB vs. CMYK

How resolution sizes for web vs. print differ and why.

Reading and interpreting menus in the Adobe Creative Suite


How to find answers to things you don't know  
how to do (help menu & online resources)

<http://help.adobe.com>

What can you build  
with the tools learned  
in this lab?

<http://lionel.com/VisionLine/index.html#/nav/products/greenfleet/gensetswitcher>







# THE MOST IMPORTANT EVENT— OF OUR TIME

*We need your help*

▶ || Heart in Voh, New Caledonia, France (20°57' S, 164°41' E)

**DONATE NOW**  
**MORE**

- CHANGE IS POSSIBLE 
- WE CAN LIVE BETTER 
- TAKE ACTION NOW 
- SHARE THIS VISION 
- HELP MAKE IT HAPPEN 


News

- » [Earth From Above News](#)
- » Earth From Above public art exhibit rescheduled to 2010 [more](#)
- » BSKK Architects chosen to design the NYC exhibit [more](#)


Sustainability News

- » Grass-fed Party? Join the movement [more](#)
- » Useful, green school supplies [more](#)

Community

 Join us on Facebook [view group](#)


Featured Stories



**Earth From Above US Launch** YANN

Touring every populated continent through 120 cities, Earth From Above finally launches in the US with a NYC debut in April 2010.


[>See Video](#)



**A New Vision for Transportation** BLOG

As the U.S. auto manufacturing industry slows to a halt, the evidence seems clear.

[> Read More](#)



**Earth From Above TV Series** YANN


Earth From Above: The Series draws record audience shares in Japan, London and France.

Get Involved

- » [Help Make it Happen](#)
- » [BECOME A SPONSOR](#)
- » [DONATE NOW](#)
- » [Join Our Community](#)

Sign up for our mailing list:

Shop





Other Official Red Cross Donation Sites

**DONATE NOW**

Join Us  Email  Zip Code  GO

Give Blood > Volunteer > Shop Our Store >

Preparing and Getting Trained

Getting Assistance

Giving and Getting Involved

Working with the Red Cross

Your Local Red Cross



## Donate to Help People Affected by the Earthquake in Haiti

< 5 4 3 2 1 >

Sign up for courses at your local Red Cross.



Enter your zip code  GO

### Red Cross News



Posted in *Press Releases*, 01/28/10  
**American Red Cross Delivers Critical Supplies to Haiti**  
Tens of millions spent or committed for key priorities of food, water and shelter > [More](#)



Posted in *News*, 01/28/10  
**American Red Cross Looks Ahead in Haiti**  
Tsunami Recovery Program may offer useful lessons for long-term recovery program in Haiti. > [More](#)



Posted in *The Blog*, 1/27/10  
**Haiti Relief: A Gathering of Symbols**  
The post below was written by American Red Cross volunteer Winnie Romeril. [...] Yesterday I met Uri Shacham, an Israeli paramedic from the Magen David Adom (MDA, Israel's equivalent of the Red Cross) working in the Red Cross-administered University Hospital in Port au Prince. > [More](#)

> [More Red Cross News](#)

### Red Cross Video

**American Red Cross: Haiti PSA**  
★ ★ ★ ★ ★

redcross.org YouTube

0:00 / 0:31

### How to Help Victims of Disasters

- 1 Donate Now >
- 2 Volunteer Your Time >
- 3 Give Blood >

Contact your local Red Cross to:

- Take a course
- Donate blood
- Volunteer
- Host a blood drive, and more

# What do you want to build?

What do you want to publish?

What type of digital environment do you want to create?

How will you facilitate and encourage human activity?

How can your site reflect or adapt to individual voices and content?

How can it change gracefully over time while always retaining its original identity.

<http://circuit73.com/index.php?byid=10002>

<http://oak.cats.ohiou.edu/~nt215903/>



[http://circuit73.com/index.  
php?byid=10002](http://circuit73.com/index.php?byid=10002)

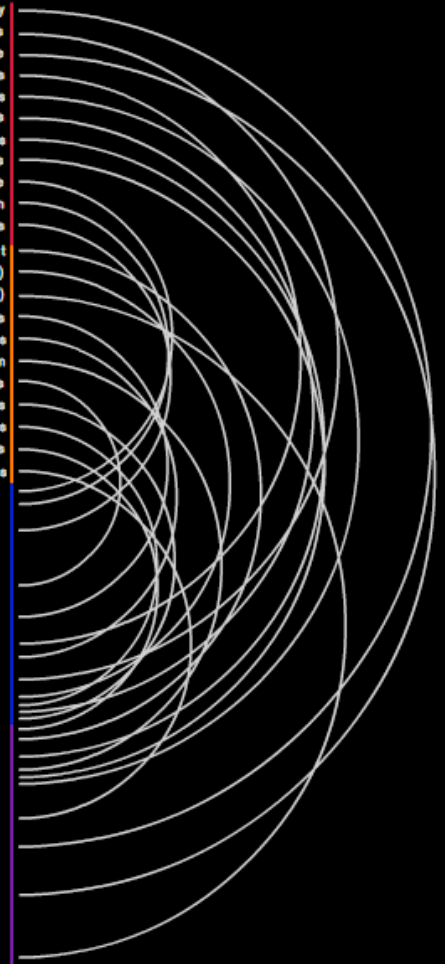
<http://oak.cats.ohiou.edu/%7Ejr135704/modoodle/>

<http://oak.cats.ohiou.edu/%7Eah339703/>

# Spatial Risk Relationships

- Characteristic Levels**
- Not Observable  
Unknown to Exposed  
Effect Delayed  
New Risk  
Risk Unknown to Science
  - Observable  
Known to Exposed  
Effect Immediate  
Old Risk  
Risk Known to Science
  - Controllable  
Not Dread  
Consequences Not Fatal  
Equitable  
Individual  
Risk Decreasing  
Voluntary
  - Uncontrollable  
Dread  
Consequences Fatal  
Not Equitable  
Catastrophic  
Risk Increasing  
Involuntary

- DNA Technology
- Microwave Ovens
- Radioactive Waste
- Diagnostic X-Rays
- Pesticides
- Antibiotics
- Asbestos
- Fossil Fuels
- Caffeine
- Aspirin
- Vaccines
- Auto Exhaust
- Smoking (Disease)
- Nuclear Weapons (War)
- Home Swimming Pools
- Elevators
- General Aviation
- Biocides
- Alcohol Accidents
- Fireworks
- Auto Accidents
- Handguns



Unknown Risk ■

Dread Risk ■

Risk Assessment ■

