

# **Design Media I**

Art 115 - 02

University of San Francisco

Art + Architecture

Tuesdays 4:00 pm - 6:45 pm

XARTS 005

<http://stacyasher.com/designmedial.html>

# **Design Media I**

what is design?

what is media?

What is design?

# 7 results for: *design*

View results from: Dictionary | [Thesaurus](#) | [Encyclopedia](#) | [the Web](#)

*Dictionary.com Unabridged (v 1.0.1) - Cite This Source* **new!**

**de·sign** [**di-zahyn**] [Pronunciation Key](#) - [Show IPA Pronunciation](#)

*-verb (used with object)*

1. to prepare the preliminary sketch or the plans for (a work to be executed), esp. to plan the form and structure of: *to design a new bridge.*
2. to plan and fashion artistically or skillfully.
3. to intend for a definite purpose: *a scholarship designed for foreign students.*
4. to form or conceive in the mind; contrive; plan: *The prisoner designed an intricate escape.*
5. to assign in thought or intention; purpose: *He designed to be a doctor.*
6. *Obsolete.* to mark out, as by a sign; indicate.

*-verb (used without object)*

7. to make drawings, preliminary sketches, or plans.
8. to plan and fashion the form and structure of an object, work of art, decorative scheme, etc.

*-noun*

9. an outline, sketch, or plan, as of the form and structure of a work of art, an edifice, or a machine to be executed or constructed.
10. organization or structure of formal elements in a work of art; composition.
11. the combination of details or features of a picture, building, etc.; the pattern or motif of artistic work: *the design on a bracelet.*
12. the art of designing: *a school of design.*
13. a plan or project: *a design for a new process.*
14. a plot or intrigue, esp. an underhand, deceitful, or treacherous one: *His political rivals formulated a design to unseat him.*
15. **designs**, a hostile or aggressive project or scheme having evil or selfish motives: *He had designs on his partner's stock.*
16. intention; purpose; end.
17. adaptation of means to a preconceived end.

[Origin: 1350-1400; ME *designen* < L *dēsīgnāre* to mark out. See [de-](#), [sign](#)]

—*Synonyms* 5. See [intend](#). 13. See [plan](#).

*Dictionary.com Unabridged (v 1.0.1)*



**de·sign** (dĭ-zīn') [Pronunciation Key](#)  

**v. de·signed, de·sign·ing, de·signs**

**v. tr.**

- To conceive or fashion in the mind; invent: *design a good excuse for not attending the conference.*
  - To formulate a plan for; devise: *designed a marketing strategy for the new product.*
- To plan out in systematic, usually graphic form: *design a building; design a computer program.*
- To create or contrive for a particular purpose or effect: *a game designed to appeal to all ages.*
- To have as a goal or purpose; intend.
- To create or execute in an artistic or highly skilled manner.

**v. intr.**

- To make or execute plans.
- To have a goal or purpose in mind.
- To create designs.

**n.**

- A drawing or sketch.
  - A graphic representation, especially a detailed plan for construction or manufacture.
- The purposeful or inventive arrangement of parts or details: *the aerodynamic design of an automobile; furniture of simple but elegant design.*
- The art or practice of designing or making designs.
- Something designed, especially a decorative or an artistic work.
- An ornamental pattern. See Synonyms at [figure](#).
- A basic scheme or pattern that affects and controls function or development: *the overall design of an epic poem.*
- A plan; a project. See Synonyms at [plan](#).
- A reasoned purpose; an intent: *It was her design to set up practice on her own as soon as she was qualified.*



MOVIS



**number two**

*The stunts in this movie were performed by professionals, so neither you nor your dumb little buddies should attempt anything from this movie.*

**number two**

*The stunts in this movie were performed by professionals, so neither you nor your dumb little buddies should attempt anything from this movie.*

**"HILARIOUSLY HIP.**  
Smart and satirical, it is also surprisingly meaningful and unexpectedly moving."  
-San Francisco Chronicle

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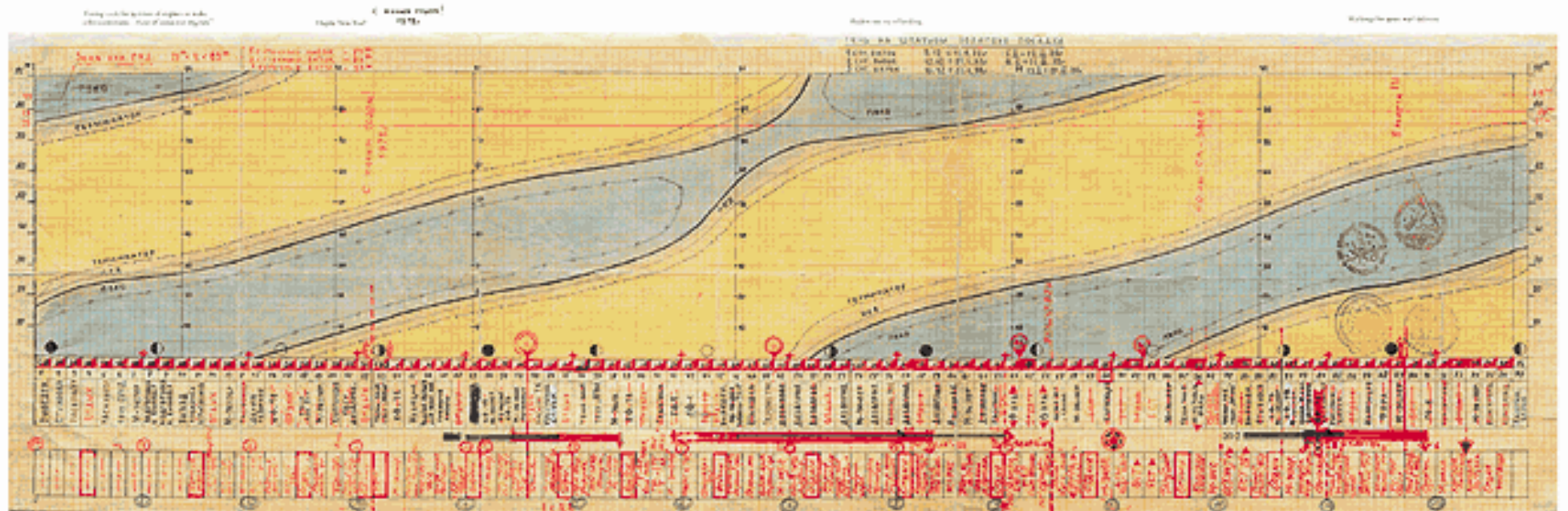
HAZ DEPORTE.







# THE HISTORIC *Salyut 6* CYCLOGRAM: INFORMATION DESIGN IN OUTER SPACE



1. **Timeline** and **Timeline** are a common sight in the world.

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The mission timeline is a complex system of data in the Salyut 6 cyclogram.

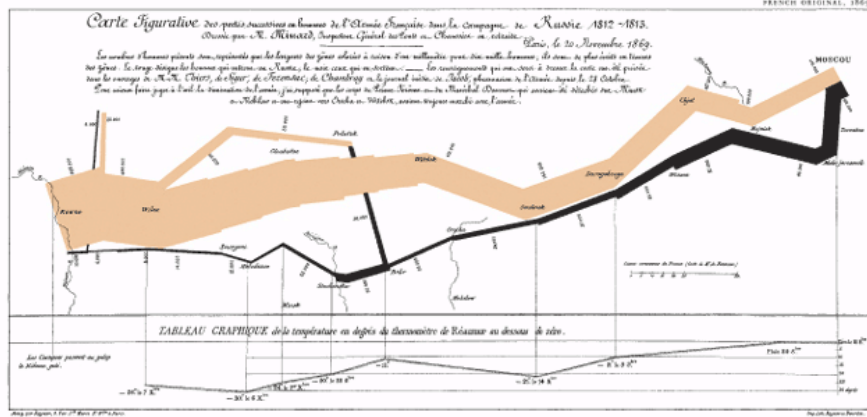
The mission timeline is a complex system of data in the Salyut 6 cyclogram.

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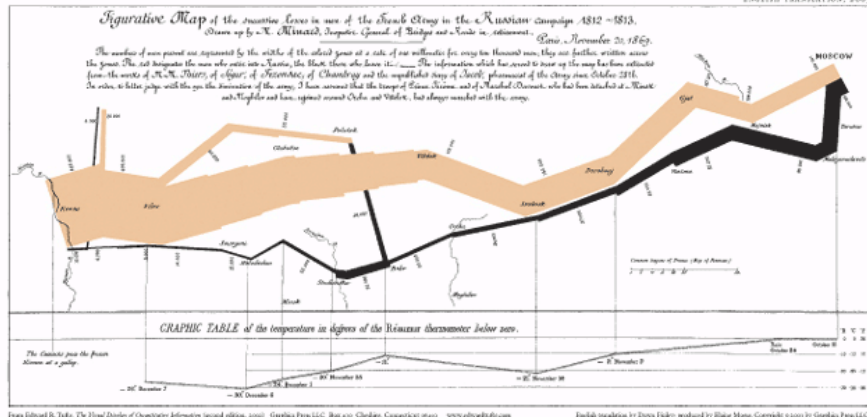


Losses of the French Army in the Russian Campaign 1812-1813, by Charles Joseph Minard



This clone of Charles Joseph Minard (1780-1870), the French engineer, shows the terrible fate of Napoleon's army in Russia. Described by E. J. Mery in writing to defy the pain of the historian by its brutal depicition, this combination of data map and line-art, drawn in 1869, portrays the devastating losses suffered in Napoleon's Russian campaign of 1812. Beginning at the left on the Polish-Russian border near the Niemen River, the thick band shows the size of the army (422,000 men) as it invaded Russia in June 1812. The width of the band indicates the size of the army at each place on the map. In September, the army reached Moscow, which was by then sacked and deserted, with 100,000 men. The path of Napoleon's retreat from Moscow is depicted by the darker, lower band, which is linked to a temperature scale and dates at the bottom of the chart.

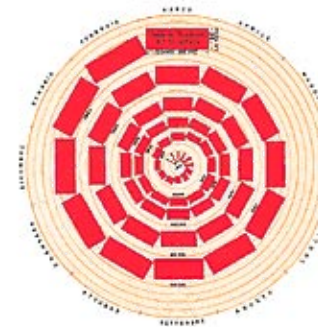
It was a bitterly cold winter, and many froze on the march out of Russia. As the graphic shows, the crossing of the Berezina River was a disaster, and the army finally straggled back into Poland with only 10,000 men remaining. Also shown are the movements of auxiliary troops, as they sought to protect the rear and the flank of the advancing army. Minard's graphic, with a rich, coherent story with its intricate data, far more enlightening than just a single number hovering along over time. The variables are plotted the size of the army, its location on a two-dimensional surface, direction of the army's movement, and temperature on various dates during the retreat from Moscow. Minard does not mention Napoleon, the point of the graphic is to memorialize the deaths of the soldiers. It may well be the best statistical graphic ever drawn.



From Edward R. Tufte, *The Visual Display of Quantitative Information* (second edition, 2001). Graphics from LIC. Run app. Charles. Creative Commons. www.edwardtufte.com

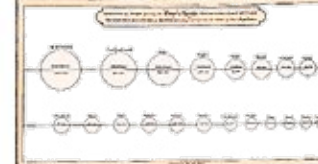
English translation by David Fisher, produced by Blake Moore. Copyright © 2009 by Graphics From LIC. For Minard's data sources and a biography of Minard, see www.edwardtufte.com

CASSE POSTALE DI HEMSPARWID ITALIANE  
 Numero dei Libretti Literari messi a disposizione totale  
 all' fine di ogni mese



This visualization history of the Italian post office, from the late 1870s to a war-torn country with the principle, without number of postal savings books issued and the average size of all prices including up to ten degrees at the end of each month. From 1870 to 1890.

But Fisher's circles, as early use of area to show magnitude, are not consistent with the principle, since the one-dimensional data (700 populations) are represented by an area that measures



For these graphics that breaks on content should be correct from the principle. We certainly could not use so large the 4500 postal booklets.







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### Middle East News

## Khamenei defiant as Iran prepares its nuclear response

Aug 21, 2006, 15:17 GMT

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Iran's Supreme Leader Ayatollah Ali Khamenei in Tehran, June 4, 2006. Khamenei said on Monday Iran would press ahead with its pursuit of nuclear energy, indicating it will not heed a U.N. demand it stop enriching uranium or face possible sanctions. REUTERS/Raheb Homavandi

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**HERSHEY'S COOKIES**

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**Reese's**

Milk Chocolate Dipped Cookies with Peanut Butter

NET WT 7 OZ (198 g)

**HERSHEY'S COOKIES**

Cheerios

NET WT 7 OZ (198 g)

**HERSHEY'S COOKIES**

Cheerios

NET WT 7 OZ (198 g)

**HERSHEY'S COOKIES**

Cheerios

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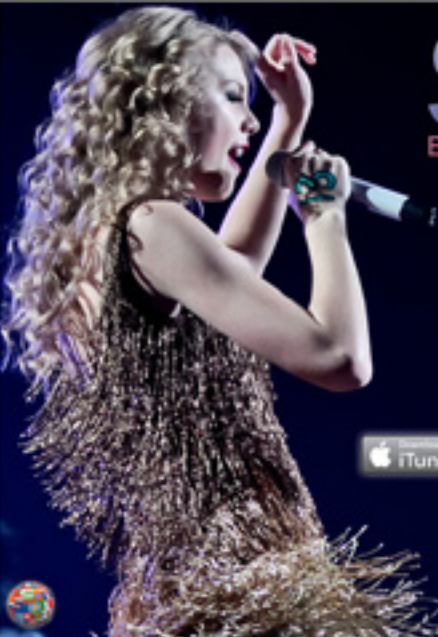
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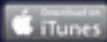
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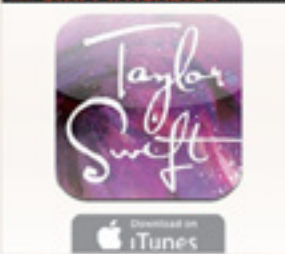


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Home > Shania Twain > Music > Awards / Awards Shows > Nurse!

6/9/2011 7:00 AM PDT BY TMZ STAFF

### Shania Twain FALLS HARD At The CMT Awards

... and DOWN goes Shania!!!



After the fall, [Shania Twain](#) posted a [video](#) on her website ... saying, "I'm here to tell you that I now realize I don't need a stunt double ... to wipe out on [my way](#) to the CMT

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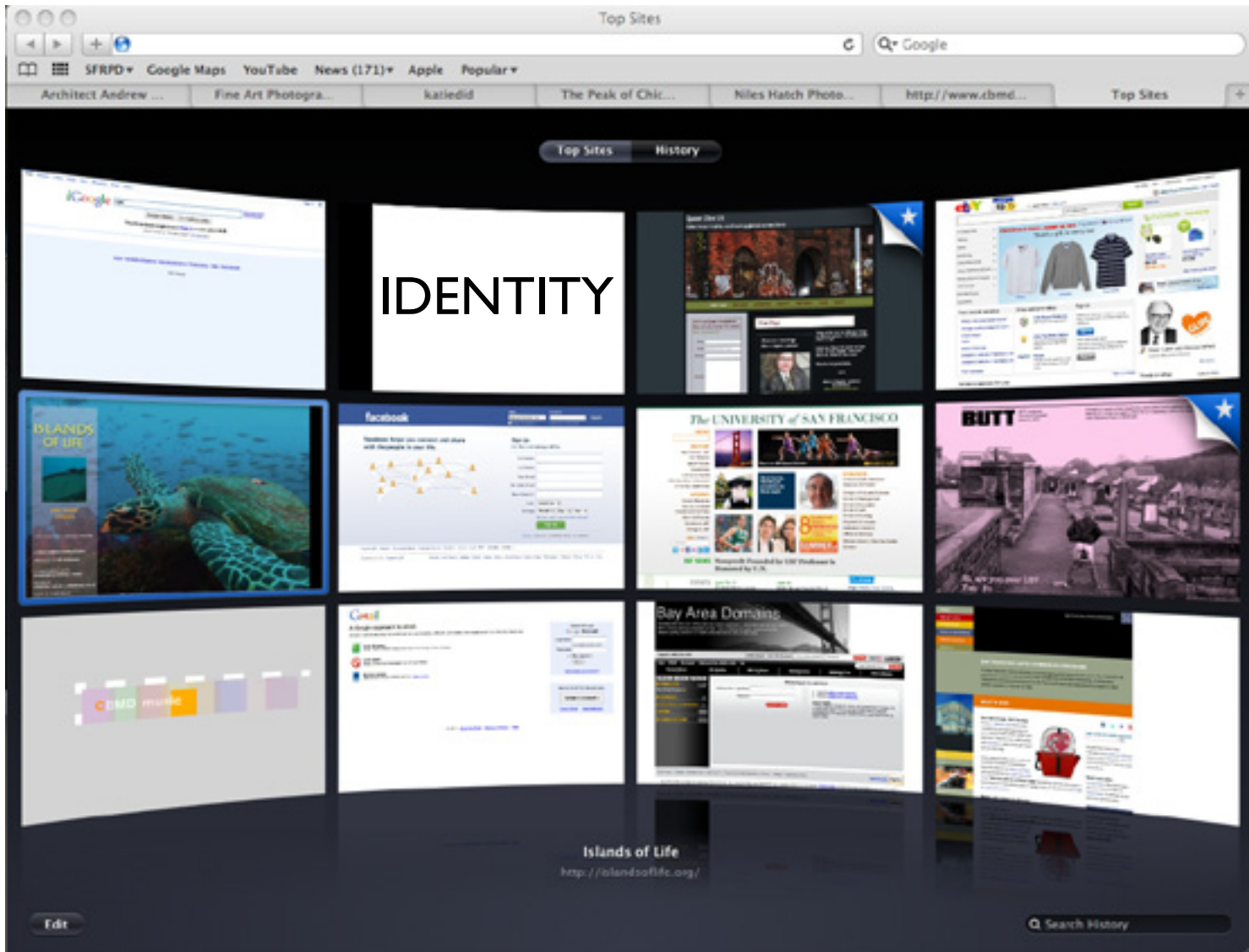


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APRIL 14, 2010





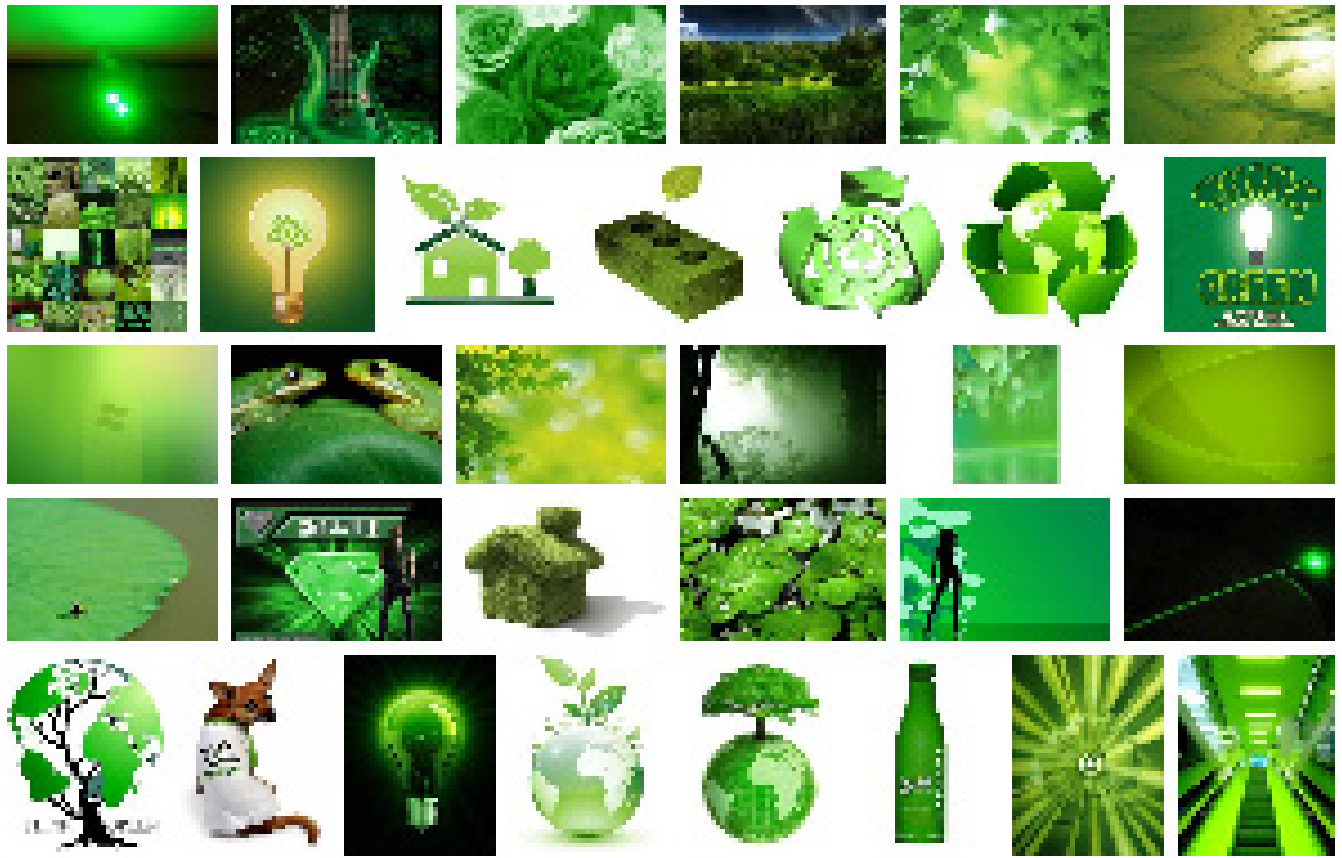
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Any time  
Past week















9:41 AM

Den

From To Subject All

**Dan Cohen** 9:35 AM  
More Photos From Our Trip  
Here are a few of my pictures from our trip to Joshua Tree last week. Not bad for an amateur.

**Danielle Durr** 8:55 AM  
Hiking  
Do you guys want to go hiking this weekend? I think it's supposed to be 65 degrees on...

**Danielle Durr** 10/5/10  
Dinner this week  
I made reservations at that Italian place you love for 7:30 p.m. on Friday. Looking for...

**Dan Cohen** 10/4/10  
Camera help  
Hi, I have a few questions about that new SLR. Could you help me out before the...

From: Dan Cohen > Hide

To: John Appleseed >

**More Photos From Our Trip** Mark as Unread  
January 27, 2010 9:35 AM

Here are a few of my pictures from our trip to Joshua Tree last week. Not bad for an amateur!

I think I've really improved since the last time we went hiking. My friend Jen came a long as well. She's a real pro, you two should meet. I think you'd have a lot in common.

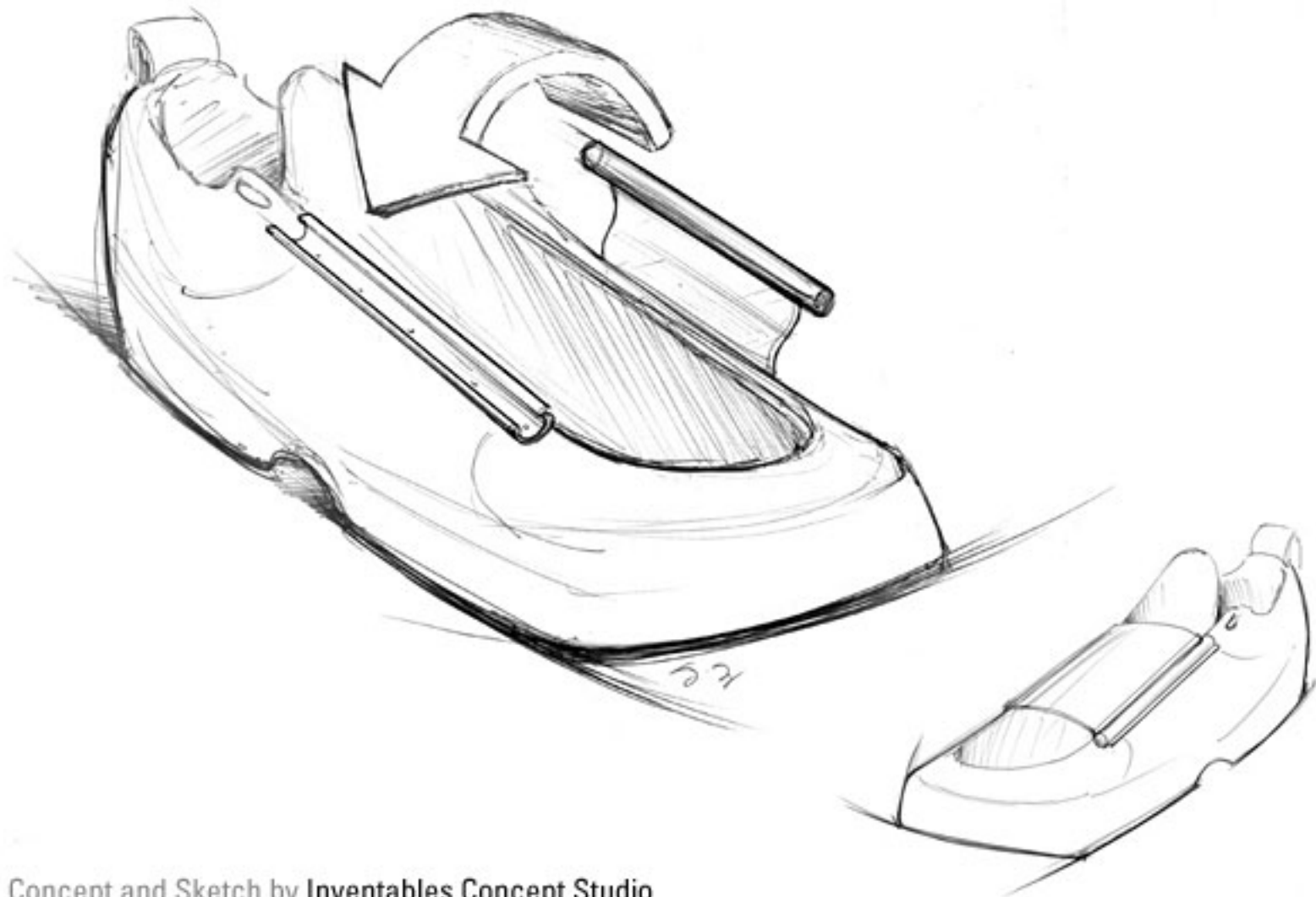
I have more pictures of the desert at sunset. We got up there right as the sun was going down. It really made the trip worth while. The view was spectacular.

Q W E R T Y U I O P  
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Z X C V B N M ! ?  
.7123 .7123



# Service Design

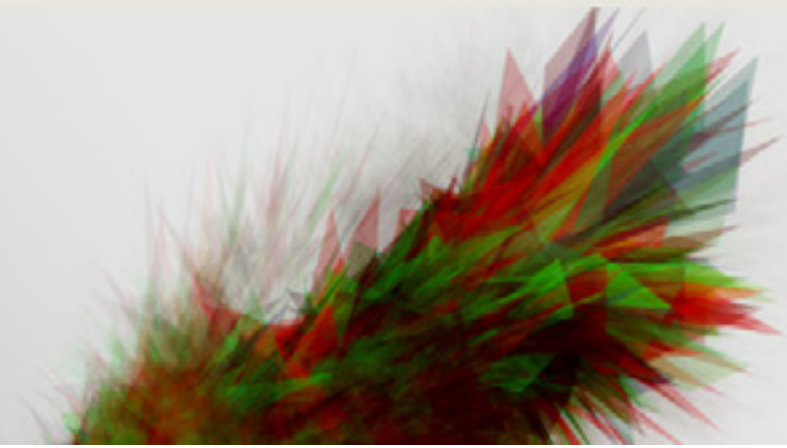




Concept and Sketch by Inventables Concept Studio




EXPM -

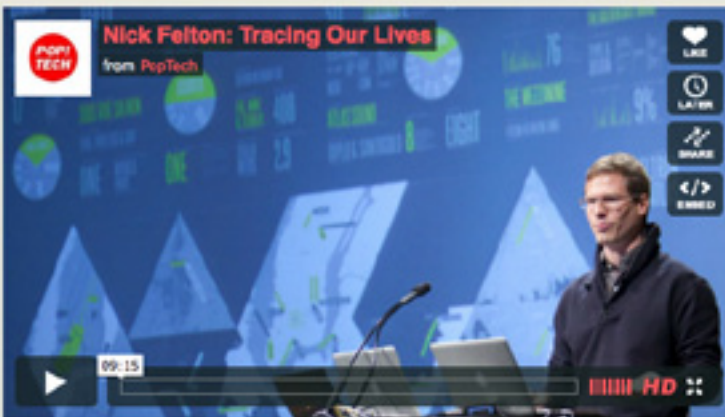




## EXPM -



 **Nick Felton: Tracing Our Lives**  
from PopTech



09:15 HD

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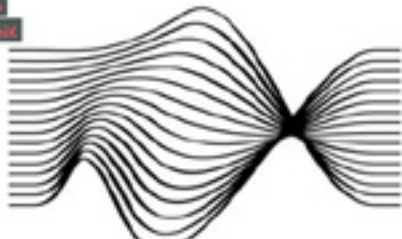
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What is typography?



Why study typography?





# Design Media I / Projects

## Project 01

Introduction to the XARTS  
Computer Lab, OSX and  
Adobe CS5 Suite.

## Project 02

Adobe Photoshop CS5

Project 03

Adobe Illustrator CS5

Project 04

Adobe InDesign CS5



### Project 1: OSX & LAB OVERVIEW

Students will familiarize themselves with the Mac Operating System and lab assets by customizing their desktop, creating organized file structure, scanning images, taking screen captures, utilizing Adobe Acrobat, Adobe Bridge, Version Cue, and creating multiple page PDF's. This project will be turned in electronically in the form of a PDF into the Instructor's Drop Box.

### Project 2: PHOTOSHOP

Students will be creating 3 unique compositions which will demonstrate their knowledge of Adobe Photoshop CS5. These compositions will require students to compose ideas, take photographs, use scans from Project 1, and utilize key aspects of Photoshop in order to take their ideas and turn them into a finished file. Finished layered Photoshop files will be turned in electronically into the Instructor's Drop Box.

### Project 3: ILLUSTRATOR

Students will be creating 4 Logos, 2 Posters and press ready graphics which will demonstrate their knowledge of Adobe Illustrator CS5. All final files will be turned in electronically as .AI files to the Instructor's Drop Box.

### Project 4: INDESIGN

Students will be creating and designing (2) 11x17 posters, and a 16 page Booklet (printed) which will serve to acquaint them with Adobe InDesign CS5 as well as utilizing the Lab's printers to create a final physical proof of their booklet. This project will be turned in electronically to the Professor's Drop Box as well as a final printed booklet will be due on the last day of class. A detailed project description will be handed out on the first day of each new section. All projects are due one hour before class

Project 01

intro to Mac operating  
system and lab assets

customize your desktop

create an organized file structure

scan images

take screen capture



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utilize Adobe Acrobat,  
Adobe Bridge and  
Adobe Version Cue

create multiple page PDF's

# August 23

lab log in

familiarize with desktop

create a file structure

for project 01



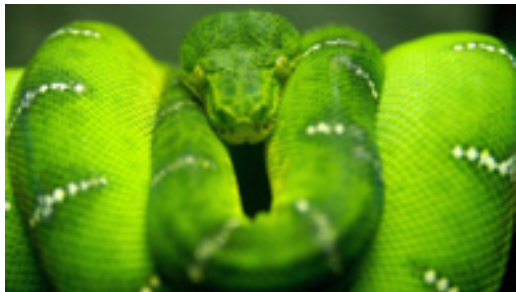
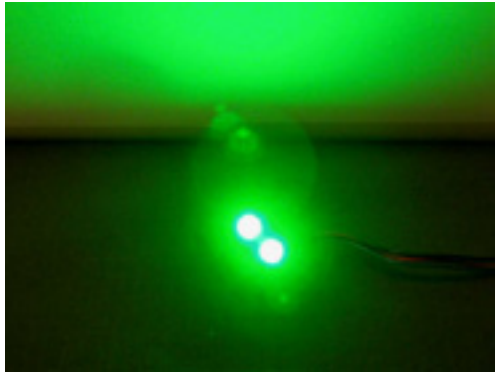
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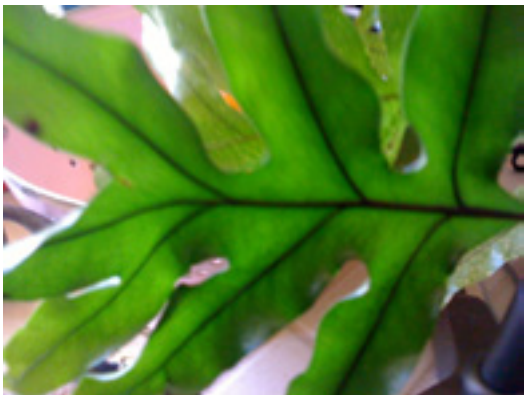
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Green_google01.jpg	Today, 12:50 PM	37 KB	JPEG image
Green_google02.jpg	Today, 12:51 PM	827 KB	JPEG image
Green_google03.jpg	Today, 12:51 PM	254 KB	JPEG image
Green_google04.jpg	Today, 12:53 PM	197 KB	JPEG image
Green_google05.jpg	Today, 12:54 PM	1.1 MB	JPEG image
photos	Today, 4:48 PM	--	Folder
edited_photos	Today, 1:15 PM	--	Folder
Green_photo04.jpg	Today, 1:12 PM	156 KB	JPEG image
Green_photo08.jpg	Today, 1:12 PM	152 KB	JPEG image
Green_photo10.jpg	Today, 1:12 PM	147 KB	JPEG image
Green_photo17.jpg	Today, 1:12 PM	336 KB	JPEG image
Green_photo27.jpg	Today, 1:12 PM	213 KB	JPEG image
raw_photos	Today, 4:48 PM	--	Folder
scanned	Today, 4:47 PM	--	Folder
submissions	Today, 4:47 PM	--	Folder
pdf	Today, 1:15 PM	--	Folder

22 items, 247.97 GB available

Name	Date Modified	Size	Kind
▼ Project_01	Today, 4:45 PM	--	Folder
▼ build	Today, 12:56 PM	--	Folder
▼ documentation	Today, 12:56 PM	--	Folder
▼ Images	Today, 4:45 PM	--	Folder
▼ Green	Today, 4:47 PM	--	Folder
▼ google_search	Today, 4:45 PM	--	Folder
Green_google01.jpg	Today, 12:50 PM	37 KB	JPEG image
Green_google02.jpg	Today, 12:51 PM	827 KB	JPEG image
Green_google03.jpg	Today, 12:51 PM	254 KB	JPEG image
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▼ edited_photos	Today, 1:15 PM	--	Folder
Green_photo04.jpg	Today, 1:12 PM	156 KB	JPEG image
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▶ raw_photos	Today, 4:48 PM	--	Folder
▶ scanned	Today, 4:47 PM	--	Folder
▼ submissions	Today, 4:47 PM	--	Folder
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