

# Projects 03 & 04

# I'd like to present... Me!

EMILY CARR UNIVERSITY    DIGITAL IMAGING ESSENTIALS / CGIA 215 / SPRING 2011

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## DIGITAL COMPONENT · INDESIGN

- baseline grid
- object styles
- character & paragraph styles
- leading, kerning, & tracking
- text wrapping

## DIGITAL COMPONENT · ACROBAT

- creating buttons
- embedding or linking video
- embedding audio
- *optionally* adding Flash

## LEARNING OUTCOMES

- designing to a grid
- visual hierarchy
- basic typography
- printing basics
- some interface design
- basic multimedia

## PLEASE CONTACT ME IF YOU HAVE ANY QUESTIONS!

- chethrington@ecuad.ca

## Description

You will produce a portfolio in 2 parts; one print component consisting of 16 pages and one digital component consisting of interactive elements such as buttons for navigation, embedded or linked video, audio, and possibly even Flash animations.

## Methodology

**Phase 01** | Research a print and digital layout that would be suitable for your portfolio. Look at existing exemplars in the areas of photography, art, and design practices, and find aspects or elements that you feel would work well as graphic representation and as effective user interfaces. You should be looking at both print and web examples.

**Phase 02** | Begin to layout either one of your print or web documents, understanding that the medium will dictate to some degree what is the most effective way to do so. For print, think about a layout with individual but facing pages that is conducive to portrait layout or landscape over a 2 page spread. For digital you will need to consider the various screen displays and on what device one might view it. In both cases, file size and resolution will also be format dependent.

**Phase 03** | With layout roughly in place, begin to bring in the various assets that you generated for the project and edit/modify those elements as necessary while you refine your final layout. Keep in mind you will want to create a visual hierarchy that better enables the reader to both engage and navigate the content, whether that is in a print or digital context, and in the digital version you should pay particular attention to user affordances that make it easier for the user to know how to interact with the document.

**Phase 04** | Make thorough use of formal in class critiques and informal discussions and beta testing with your peers to assess, reflect, and refine as necessary. This should be part of an ongoing process of development; if you haven't bounced your project off at least a couple of other people per class, you are not getting enough feedback.

## Deliverable

(Due Tuesday April 12th)

**1+1 :: One multipage interactive PDF portfolio + One 16 page printed portfolio.**

Note that the PDF should have buttons for navigation and some multimedia elements in it as well, such as audio, video, or Flash animation.