

The story of Digital Foundations, xtine burrough, Cal State Fullerton, 9/30/09

Engaging With Design History, Ai-CA-OC

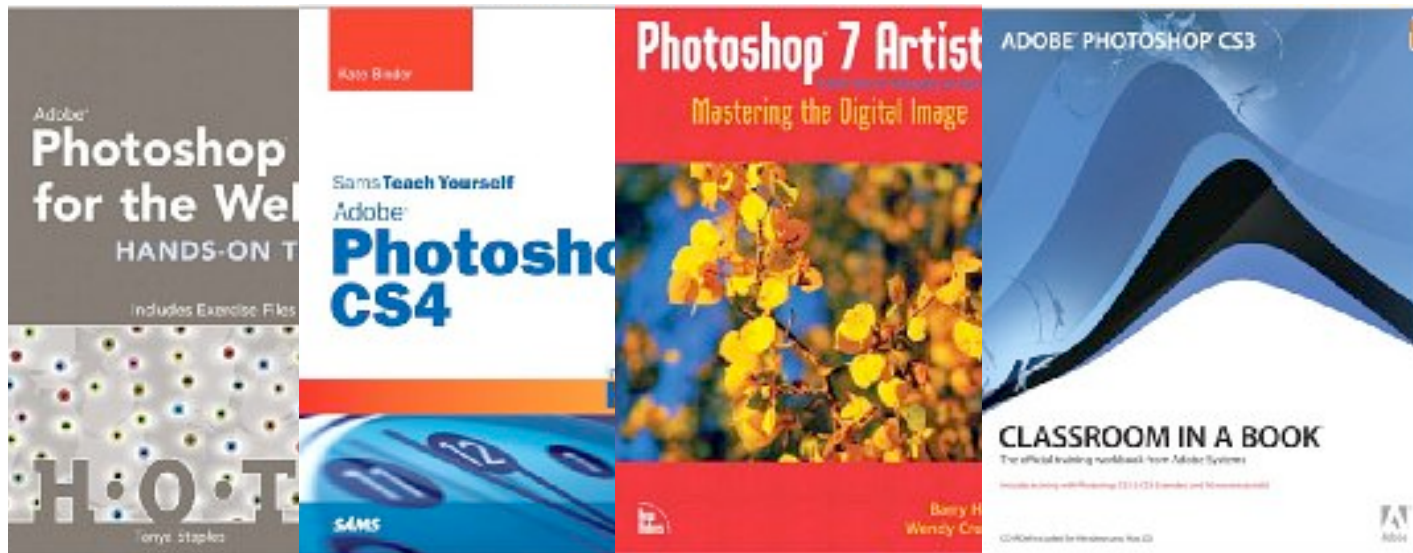
“A student walks into a bar...”

Are we gonna learn Photoshop in this class?

“Achievement is talent plus preparation.” Malcolm Gladwell, *Outliers*

Have you written the great American novel?

Bad habits are encouraged in textbooks



“If you don’t like something, change it...” Maya Angelou

a textbook that teaches design + software



DIGITAL FOUNDATIONS

INTRO TO MEDIA DESIGN

WITH THE ADOBE CREATIVE SUITE

XTINE BURROUGH &
MICHAEL MANDIBERG

“I don't want to be interesting. I want to be good.” Ludwig Mies van der Rohe

Design: Bauhaus, History, Examples

We asked New Riders what the budget would be for copyright fees. They said:

\$0

“It's never too late to try a little common sense.” Lawrence Lessig, Free Culture

Practical_Electrics_Mar_1924_pg23'



Possible alternative to NY Times in chapter 13

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NYTimes-Page1-11-11-1918.jpg



1918 front page of the NY Times

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This image of a Gutenberg Bible is from the Library of Congress.

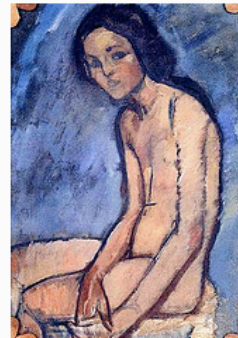
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Salvador_Dali_A_(Dali_Atomicus)_0



Dali Atomicus, 1948, Philippe Halsman with Salvador Dali, silver gelatin print (4 by...

Amedeo-modigliani-Seated-Nude-1909.jpg



robinson-Fadingaway.jpg



Henry Peach Robinson, Fading Away, 1858; chapter 9 possibility

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I haven taken a vow to never use Google in my classroom again.

Wikimedia Commons, LOC on Flickr, Eastman House

A short list of artists whose work is included in our book at no cost to us.

Egon Schiele, Amedeo Modigliani , Marcel Duchamp, Joseph Albers, Vincent Van Gogh, Theo van Doesburg , Leonardo da Vinci, Anna Atkins , Nicéphore Niépce, Dorothea Lange, Hippolyte Bayard, El Lissitzky, Kurt Schwitters, NY Times, Gutenberg Bible

Software is a powerful tool that is understood best when learners are engaging with it and rich content at the same time.

Learning software: using tools to achieve design principles

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All currently editable chapters are in the Working Version section. -- All finished versions are in the Finished Version section.
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Chapter 3 Sandbox

Download Materials For Chapter 3

No files are required to begin the exercises in Chapter 3; however you can download our final Adobe Illustrator file to see how we completed the exercises. Double-click on the ZIP archive to decompress the archived file and reveal our AI file, called, "ch3-ourfinalfile.ai".

[Click here for our Chapter 3 final exercise file.](#)

3. Symmetry and Gestalt

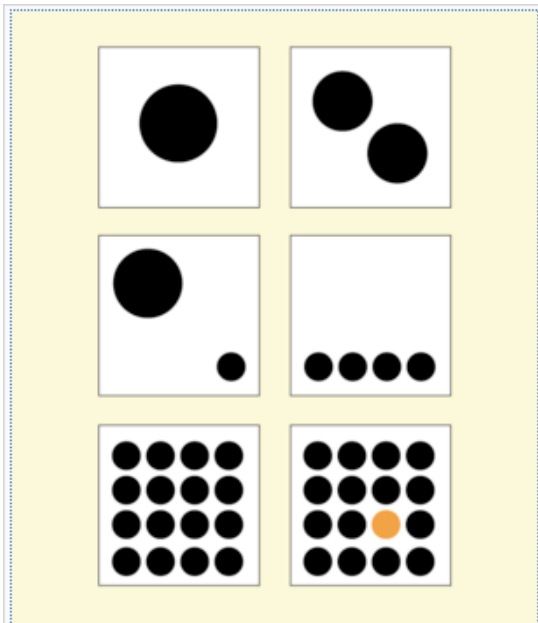
Symmetrical shapes are identical when flipped across a line of reflection. For example, the human face has intuitive symmetry across a meridian that runs through the forehead, down the nose and mouth, and past the chin. A bicycle viewed from the front has symmetrical handlebars and pedals, along with a frame and wheels that project exactly the same distance to the right and left of its centerline. Symmetry creates stability and balance.

"Positive space" is a term used to describe the shapes added to a composition. "Negative space" is a term that refers to the space around those shapes. In symmetrical compositions, the positive space often contains the active design elements while the negative space is passive.

The opposite of symmetry is asymmetry. Asymmetric compositions are not identical when flipped across a line of reflection. For example, when you view a face in profile or a bicycle from the side, they create asymmetric compositions. Asymmetric compositions can be balanced or imbalanced. Often, in an asymmetric composition, the negative space is more active as it leads the eye into the positive

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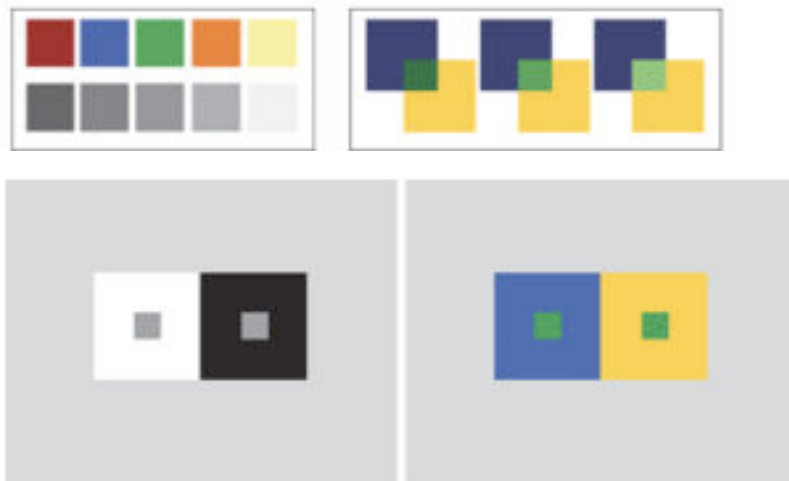


In the following exercises (2 - 7) the compositions will each be created within one of six individual squares (illustrated here). All of the exercises are created in one single document, established in Exercise 2. For these compositions the grid is simple: the horizontal and vertical intersection at the middle of each square is the grid. See and "feel" the visual weight that is constructed between the four quadrants (upper left, right, lower left and right) in each composition.



Resulting images of exercises in chapters three and four.

wiki.digital-foundations.net



Resulting images of exercises
in chapters five and nine.

We discovered that an advantage of \$0 is ownership.



\$0


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The screenshot shows the homepage of flossmanuals.net. At the top, there is an orange navigation bar with the site logo, the text "FLOSS MANUALS", and buttons for "READ", "WRITE", "REMIX", and "ABOUT". Social media icons for Facebook, Twitter, and LinkedIn are also present. On the left side, there are two grey call-to-action boxes: "FREE MANUALS FOR FREE SOFTWARE" with a hand icon pointing right, and "DOWNLOAD FIREFOX". The main content area is titled "READ" and features a search bar. Below the search bar, a text prompt says "Click on any of the free manuals below to read online. View [All](#), [GNU/Linux](#), [Windows](#), [OSX](#)". The content is organized into a grid of categories: CRM (CiviCRM), OFFICE (Firefox, OpenOffice.org), GNU/LINUX (GNU/Linux Commands), GRAPHIC DESIGN (Digital Foundations, Alchemy, Inkscape), NET (How to Bypass Internet Censorship), TRANSLATION (Open Translation Tools, Video Subtitling), VIDEO (Theora Cookbook, Kino, Avidemux), FREE NETWORK SERVICES (FLOSS Manuals, Book Sprints, Wikimedia Commons), and VIDEO SUBTITLING (Jubler). On the right side, there is a "FLOSS MANUALS bookstore" section with three featured items: "VIDEO SUBTITLING", "INTRODUCTION TO THE GNU/LINUX COMMAND LINE", and "FLOSS MANUALS". Each item includes a small thumbnail, a title, a brief description, and a "Buy Now!" link.

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Digital Foundations: Introduction to Media Design with the Adobe Creative Suite integrates the formal principles of the Bauhaus Basic Course into an introduction to digital media production with the Adobe Creative Suite, or the FLOSS graphics applications. *Digital Foundations* began with one book, and is now extending into a series.

Digital Foundations translated by the FLOSS community for open source applications



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INTRODUCTION

INTRODUCTION

INKSCAPE

THE METAPHOR OF GRAPHICS APPLICATIONS

SYMMETRY

TYPE ON THE GRID

COLOR THEORY

LINE ART & FLAT GRAPHICS

FIREFOX

SEARCHING AND SAMPLING

GIMP

SCANNING

TONAL SCALE

LAYERING AND COLLAGE

REPETITION AND CLONING

NON-DESTRUCTIVE EDITING

GRAPHICS FOR THE WEB

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Introduction. Read_Me [Edit this page](#) :: [Discussion](#)

Digital Foundations

This book was written by two artist educators who teach digital art and design studio foundation classes. While teaching classes that take place in software laboratories, we noticed that many of our students expected to learn to use software, but gave little consideration to aesthetics or art and design history. A typical first day question is, "Are we going to learn Photoshop in this class?"

At first we were tempted to oblige our students' thirst for so-called practical knowledge, but we recognize that in the absence of the visual, theoretical, and historical frameworks, practical knowledge is practically useless. To teach our classes, we used the very best of the software training manuals, and supplemented them with all the visual and historical material that was missing.

After settling for years on books that don't really encapsulate a class, we finally decided to write the book that we think all introductory media design students should be using. For us, a student is anyone actively engaged in learning. A student can be working towards a degree in art, communication, graphic design, illustration, and so on in a traditional classroom setting, or a self-taught found-it-on-the-bookstore-shelf learner.

In the twenty chapters that follow, we have shared small bites of history, followed by visual references, and then digital exercises that explore creative software in a manner that brings design principles into the software demo. Originally, this book was printed as a manual to the Adobe Creative Suite, the software found in classrooms and labs around the country. Just a month after the book was published, we teamed up with Floss Manuals to convert our manuscript into one that teaches the same design principles using open source software.

Bauhaus

This book is a mash-up of the Bauhaus Basic Course and open source software such as Inkscape, Gimp, Firefox, and Processing. We have taken some of the visual principles and exercises from the Bauhaus Basic Course and adapted them into exercises for these applications.

Digital Foundations translated by the FLOSS community for open source in Spanish

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Introducción. Léeme.

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Este libro fue escrito por dos educadores de arte quienes dictan clases de arte digital y estudios del fundamentos del diseño.

Mientras dictábamos clases que tomaban lugar en laboratorios de computación, nos dimos cuenta que muchos de nuestros estudiantes esperaban aprender el programa, sin darle mayor importancia a la estética o la historia del arte y diseño. Una pregunta típica del primer día es "¿Vamos a aprender Photoshop en esta clase?".

Al principio nos vimos tentados a saciar la sed de nuestros estudiantes por el llamado conocimiento práctico, pero reconocimos que en la ausencia de lo visual, teórico e histórico, el conocimiento práctico, es prácticamente inútil. Para enseñar nuestras clases, usamos los mejores manuales de entrenamiento, y los complementamos con todo el material visual e histórico que faltaba.

Luego de conformarnos por años con libros que no cubrían realmente una clase, decidimos finalmente escribir un libro que pensamos los estudiantes de introducción a diseño de medios debería usar.

En los veinte capítulos que siguen, compartimos pequeños detalles de historia, seguido de referencias visuales y luego ejercicios digitales que exploran el programa creativo de una manera donde los principios de diseño son incluidos en la demostración del programa. Originalmente, este libro fue impreso como un manual de Adobe Creative Suite, el programa utilizado en la mayoría de los laboratorios y salones de clase del país. A tan solo un mes de publicado, formamos un equipo con Manuales Floss para convertir nuestro manuscrito en uno que enseña los mismos principios de diseño utilizando programas libres y de código abierto.

Bauhaus

Este libro es una mezcla entre el Curso Básico de la Bauhaus y programas libres como Inkscape, Gimp, Firefox y Processing. Hemos tomado algunos de los principios visuales y ejercicios del Curso Básico de la Bauhaus y los adaptamos en ejercicios para estos programas.

But, wait, what about...

\$0 in our pockets?

Engaging ourselves with design history

DesignEducator.info

DesignEducator.info



Q. Can you be an artist and a graphic designer?

🕒 Posted in September 15, 2009 ~ 8:00 amh. 👤 xtine 💬 No Comments »

A. In a word, *yes*.



Andy Warhol, Marilyn, 1967

Graphic design is art, and visual art relies on the same foundation principles that graphic designers use to organize information. The ~~fiscal~~ difference, no, that's not the right word after all, let's try it again. The difference between a visual artist and a graphic designer is that the

Thank you for your invitation and attention

txt “xtine” to 50500