

# IDM

## INTRODUCTION TO DIGITAL MEDIA

### IDM 48-120

#### FACULTY

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#### SPECS

Lectures:  
Monday 10:30-11:50pm / MM103

Labs:  
Section A:  
Wednesday + Friday  
10:30-11:50am / Hunt Cluster

Section B:  
Tuesday + Thursday  
10:30-11:50am / Hunt Cluster

Help Sessions:  
TBA

#### ONLINE

[www.andrew.cmu.edu/~dburns/f05/IDM](http://www.andrew.cmu.edu/~dburns/f05/IDM)

### COURSE DESCRIPTION

It's been said that the architects' product is not the physical building but the drawings and imagery describing the architecture. The computer affords a unique creative environment for the generation of these data sets. As incoming students' inherent familiarity with computers increases concurrent with Moore's Law, academia's responsibility to the evolution of digital tools and their integration into standard curricula must follow suit. The goal of IDM is to familiarize first year students with the use of 2D and 3D digital processes to manufacture conceptually saturated designs.

By fusing the potential of digital design methods with traditional studio environments, the opportunity for more direct relationships between design and education will emerge. Creating an atmosphere in the design studio in which all tools (analog or digital) are exploited allows the student to move beyond the fetishization of the medium and into a critical dialog. Our goal is to understand that 'drawing' is not an exclusive term signifying pencil and paper; it is a dynamic term that has morphed throughout the years. The most recent paradigmatic shift has been its digitization.

Integral to this pedagogical stance is the positioning of IDM within the studio curriculum. Whereas previous methods separated the digital component from the design studio, the syllabi of IDM and the design studio have been carefully synchronized to address parallel issues. In this way, the disconnect between the pedagogy of analog design processes and the use of the computer will be eliminated.

### COURSE GOALS

- 1 : Encourage iterative design practices
- 2 : Expand skills of conceptual representation
- 3 : Infuse critical thought into digital realm
- 4 : Interpret and analyze digital artifacts
- 5 : Hypothesize architecture's role in digital media's maturation

### SKILLS

- 1 : Image generation [ online and print ]
- 2 : Image manipulation and optimization
- 3 : Vector illustration
- 4 : Basic HTML and FTP knowledge
- 5 : 3D modeling

### EXPECTATIONS

This course will run synchronous with Studio, assignments will enhance and contribute to your studio development. As with your studio output, your work in IDM will be evaluated not only in terms of punctuality and completeness, but will be considered critically as well.

This is a design course, not a skills course.

# IDM

Therefore, it is imperative that all students are present and alert. The nature of the work and the amount of ground we will cover places the responsibility on the student to maintain the momentum of the course.

As with your studio, no late work will be accepted and all students are required to be in class promptly. Projects will be individual and group based. Each student must substantiate his/her mastery of the required topics.

## **COURSE STRUCTURE**

IDM has two distinct components:

- 1 : Lectures: Introduction to material, explanation of course, case studies
- 2 : Labs: Hands-on instruction, T.A. exposure

## **IDM ONLINE**

Each student will be responsible for maintaining a digital archive of their work. This archive will exist as a public website, documenting the progress of the class. In addition, a course website will document the work as a whole and provide for the downloading of course materials.

## **GRADING**

Evaluation will be similar to the standards set in your studio. Successful completion of all components of the assignment does not guarantee a perfect grade. It is expected that everyone will finish all assignments. Exemplary work will receive exemplary grades. As stated before, evaluation will take into consideration mastery of the required skills plus design clarity and delivery.

## **SUBMISSION OF ASSIGNMENTS**

Submission requirements will be stated on each assignment. Follow these instructions precisely.

## **LATE SUBMISSION POLICY**

Assignments that are submitted after the deadline will be penalized one letter grade for every day the work is late. Work that is not submitted within four days will earn a failing grade. Online assignments that are completed but not uploaded by the deadline are late. Print assignments that are completed but not printed by the deadline are late. Extenuating circumstances should be addressed before the deadline with the instructor.

## **ABSENCES**

All lectures and labs are required. Three unexcused absences will result in a failing grade. Arriving late for a class is an absence. Attendance sheets must be signed every day. Signing in for an absent student will result in an absence for both students. Sleeping in class will result in being asked to leave the class and one absence. Checking e-mail, instant messaging, web browsing and inactivity in class will also result in expulsion for the day and an absence.

# IDM

## **TEXTBOOK**

There is no official textbook for the course, but required material will be distributed in lectures and lab sessions.

## **ARCHIVAL**

Students are responsible for their own work. Work lost to due server error, Zip disk error, or personal error is the responsibility of the student and will not be an excuse for late or missing work. It is highly recommend that students create multiple copies of important work, working with files copied onto the local machine, then re-copying them back to your removable media when you are finished [more on this in class].

Someone will lose his/her work, make back-ups!!

At the end of the semester all students will be required to submit a CD [or cd's] of **ALL** of their work. Do not discard original files of any assignment.

# IDM

## **SCHEDULE OUTLINE [subject to change]**

This schedule is a basic outline of the semester, however, the most recent version will always be online or announced in class.

<b>Week 01</b>	<b>29 August</b>	Course introduction, Photoshop intro, Image Types
<b>Week 02</b>	<b>05 September</b>	Labor Day Holiday [5 <sup>th</sup> ] Scanning, Printing, PhotoShop layering
<b>Week 03</b>	<b>12 September</b>	Illustrator Introduction
<b>Week 04</b>	<b>19 September</b>	Illustrator, Diagramming, 2.5D
<b>Week 05</b>	<b>26 September</b>	Intro to Architectural Modeling, and 3D
<b>Week 06</b>	<b>03 October</b>	Basic 3D Modeling
<b>Week 07</b>	<b>10 October</b>	Basic 3D Modeling + Rendering Intro
<b>Week 08</b>	<b>17 October</b>	Basic 3D Modeling, Mid-Semester Break [21 <sup>st</sup> ]
<b>Week 09</b>	<b>24 October</b>	Landscape Modeling
<b>Week 10</b>	<b>31 November</b>	Rendering
<b>Week 11</b>	<b>07 November</b>	3D to Illustrator
<b>Week 12</b>	<b>14 November</b>	Advanced 3D Modeling
<b>Week 13</b>	<b>21 November</b>	Thanksgiving Holiday November 23-25
<b>Week 14</b>	<b>28 November</b>	In class work sessions
<b>Week 15</b>	<b>05 December</b>	Reviews