HOMAGE TO STORYTELLING

COURSE: DD 363 – Digital Design Studio I (5 credits)
PROGRAM: Digital Design/School of Art + Design
LOCATION: Third-year studio course/fall term (undergraduate)
INSTRUCTORS: Polina Zaitseva

DESCRIPTION: The course focuses on three-dimensional design in a digital milieu. The course includes project-based applications focusing on the design and digital representation of a combination of architectural or environmental settings for games, theater, advertisements, books, or similar contexts as well as assets/objects that populate the spaces. The course includes modeling with different geometries (e.g. NURBS, polygonal) and advanced techniques in rendering with lighting and materials as well as issues of production design. As a general design program, various aspects of digital design and entertainment are included. Overall, the semester focuses on narrative and graphic design with still images.

PROJECT: One of four projects during the fall semester is to compose and create a series of images to illustrate a narrative. The project is meant to combine and leverage previous experiences in creating work that elicits an emotional response as well as their knowledge of environment and character design.

REQUIREMENTS: (Re)create an existing scene in the selected and approved narrative. The illustration may include any character or building or environment. The interpretation must be illustrative of the narrative and may be either 3D or a combination of 2D and 3D. Provide a minimum of three overall images and five details. Project will be presented onscreen and serially.

OBJECTIVES: (1) Provide additional opportunities for character design and modeling. (2) Reaffirm the importance of a thoughtful and iterative design method. (3) Continue the cinematographic and compositional studies of the impact of object location, camera lens choice, and camera location on the image(s). (4) Introduce the use of fur and hair plug-ins and textures in 3D model creation and rendering. (5) Continue to practice and gain facility with software tools of *Autodesk 3DS Max*, *Autodesk Maya*, *Blender*, *Adobe Photoshop*, *Adobe Illustrator*, and *Adobe After Effects* in a design context. (6) Begin to seriously develop a personal "signature" and style.

REFERENCES and RESOURCES: A subscription to *Pluralsight* provides students with software tutorials that they may access within the studio on campus. Students use their own workstations (Lenovo P510) in studio. Software needed is available either by download for student versions (e.g. *Cinema 4D*) or on the local network (e.g. *Autodesk 3DS Max*, *Autodesk Maya*, *Blender, Corel Draw, Corel PaintShop Pro, Corel Painter*). Adobe products are available by subscription at student pricing.