



**NEW JERSEY INSTITUTE OF TECHNOLOGY  
COLLEGE OF ARCHITECTURE AND DESIGN**

***FORM + COMPOSITION – MENACING FRUIT***

**COURSE:** DD 363 – Digital Design Studio I (5 credits)  
**PROGRAM:** Digital Design/School of Art + Design  
**LOCATION:** Third year; fall term studio course (undergraduate)  
**INSTRUCTOR:** Augustus Wendell

**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. Overall, the semester focuses on narrative and graphic design with still images.

**PROJECT:** The first project of the semester is a two-week immersion into formal composition and simple narrative. Each student is required to build a digital duplicate of one piece of fruit and an optional storage vessel. Using a minimum of five copies of the fruit and the optional storage vessel students create image compositions keyed to specific vocabulary terms. The vocabulary terms are Menace, Mystery and Action. Objectives include (1) providing students an opportunity to study the cultural history of loaded emotional vocabulary in relation to imagery; (2) modeling high detail physical duplicates in 3d modeling software; (3) studying the impact of object location, camera lens choice and camera location have on image composition, and (4) developing an ability to create physically-based lighting rigs and environments.

**REQUIREMENTS:** Students are required to select a physical piece of fruit and optional fruit storage vessel. They recreate these objects exactly using 3D digital modeling and texturing tools. Using a minimum of five copies of the fruit and the optional storage vessel students create still image rendered illustrations evoking Menace, Mystery and Action. Three high resolution paper printed renderings are required.