

DESIGN TECHNOLOGY

Wednesdays, 9:00-11:40am
Room 408

This course introduces the essential tools, skills and techniques for best practices utilizing digital technology to solve problems creatively and effectively in communications design. Students will analyze and explore current and emerging technologies, with an emphasis on effective research, visualization, and production techniques.

Lecture ↔ Studio

Theory ↔ Practice

Experiment ↔ Reflect

What is the relationship
between technology and
graphic design?

THESIS:

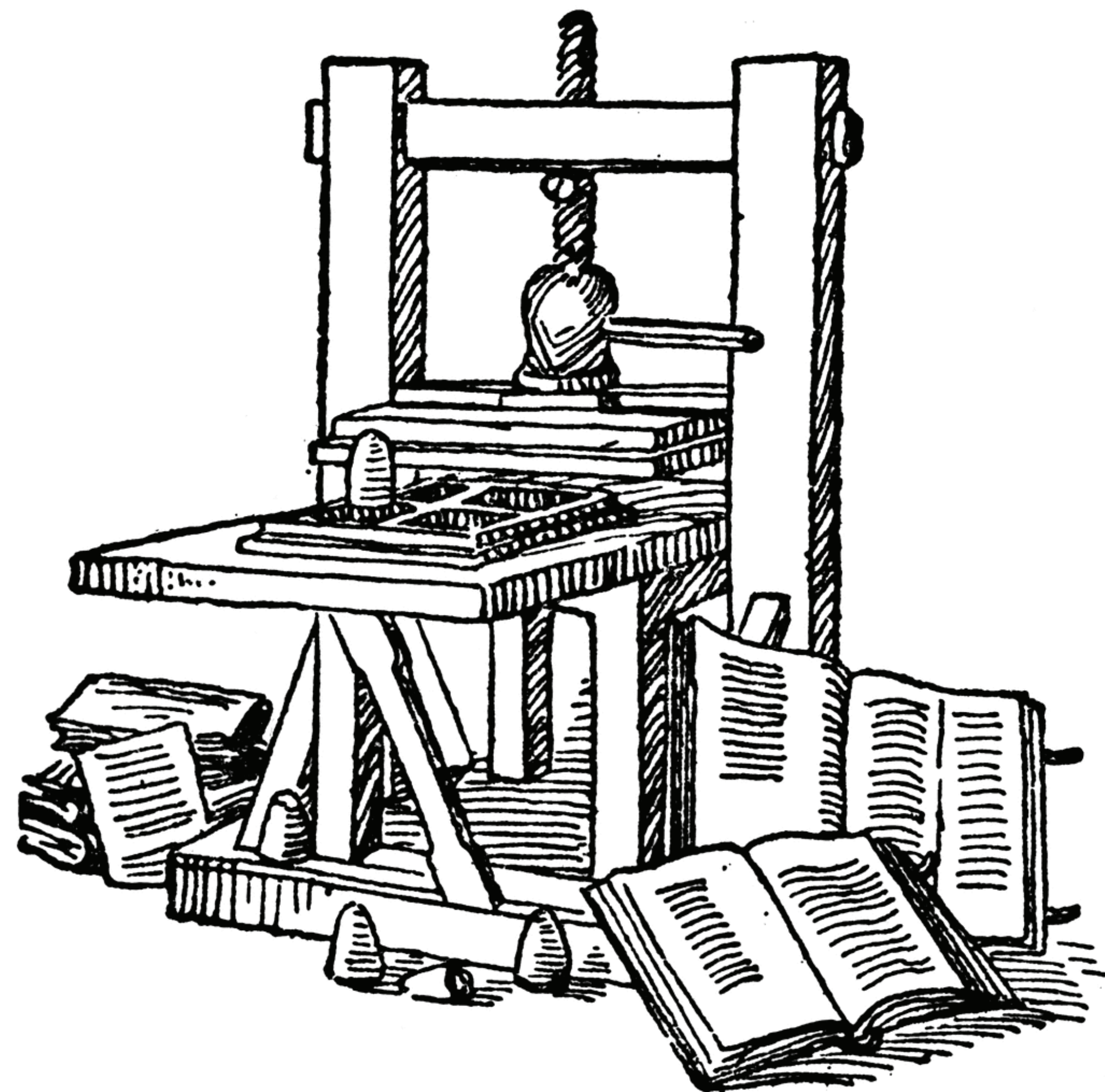
the history of design is a
history of technological
innovation.

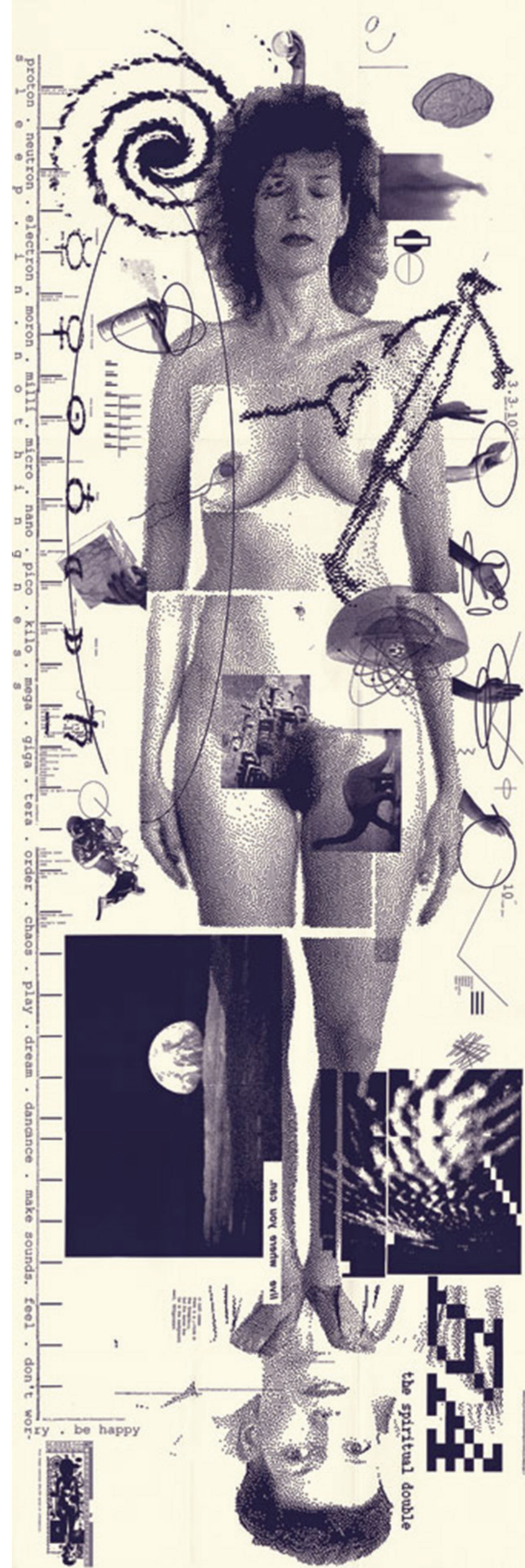
Style/Aesthetics

Processes/Tools

Publishing/Distribution

STYLE AND
TOOLS







Snow Fall: The Avalanche at Tunnel Creek - Multimedia Feature - NYTimes.com


The New York Times

1155

Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH



The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!"

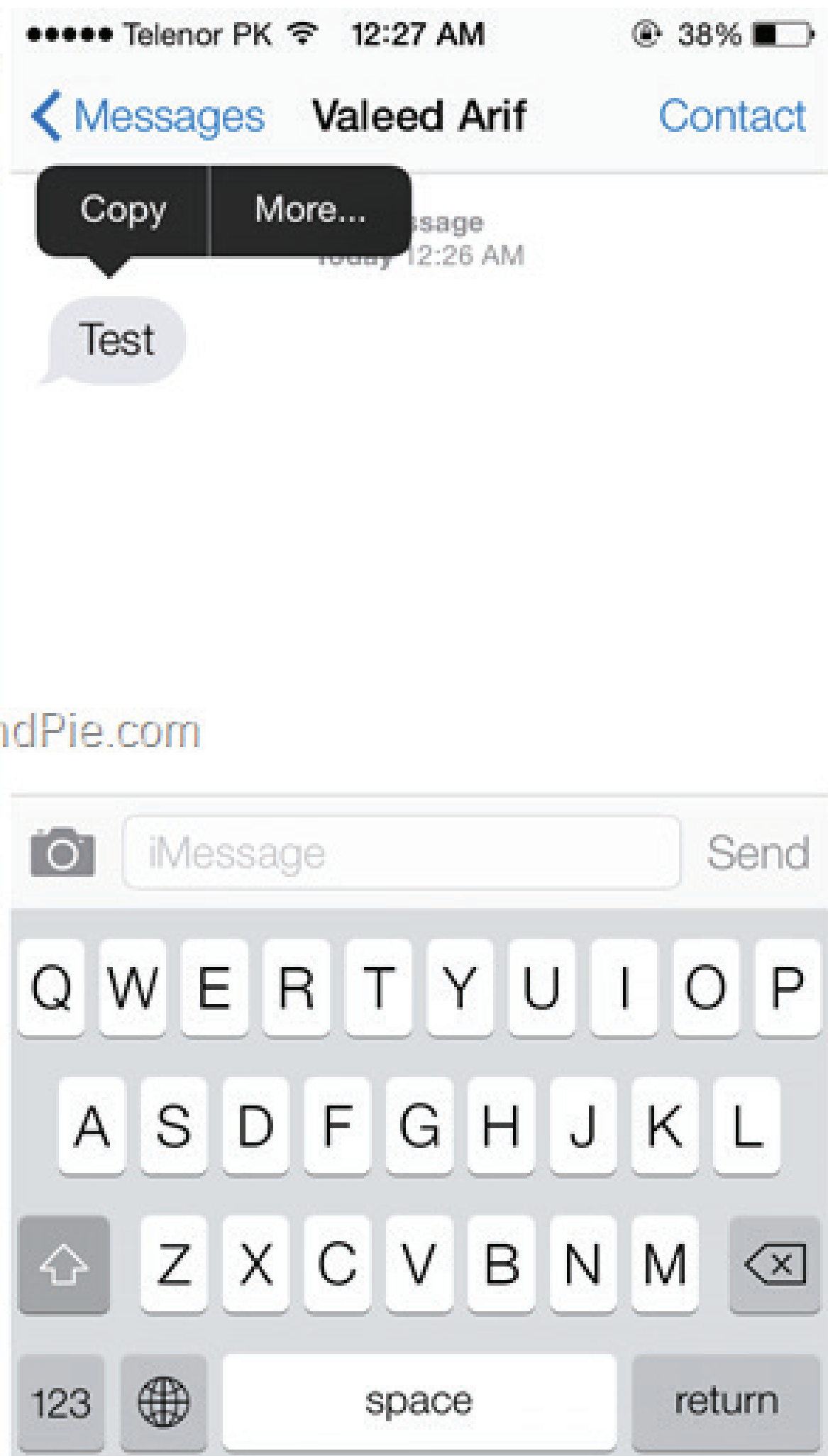
The very thing the 16 skiers and snowboarders had sought — fresh, soft snow — instantly became the enemy. Somewhere above, a pristine meadow cracked in the shape of a lightning bolt, slicing a slab nearly 200 feet across and 3 feet deep. Gravity did the rest.

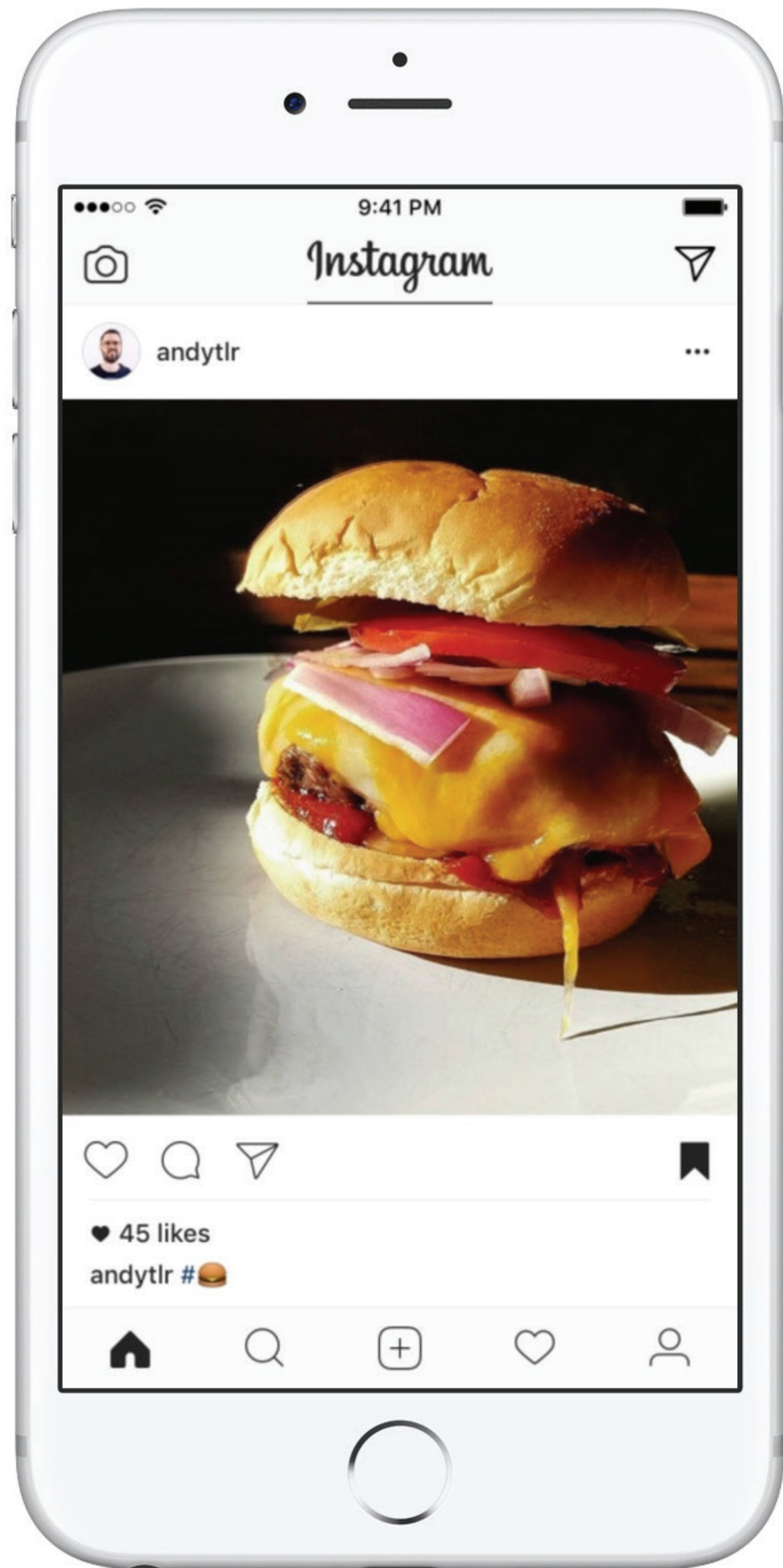
Snow shattered and spilled down the slope. Within seconds, the avalanche was the size of more than a thousand cars barreling down the mountain and weighed millions of pounds. Moving about 70 miles per hour, it crashed through the sturdy old-growth trees, snapping their limbs and shredding bark from their trunks.

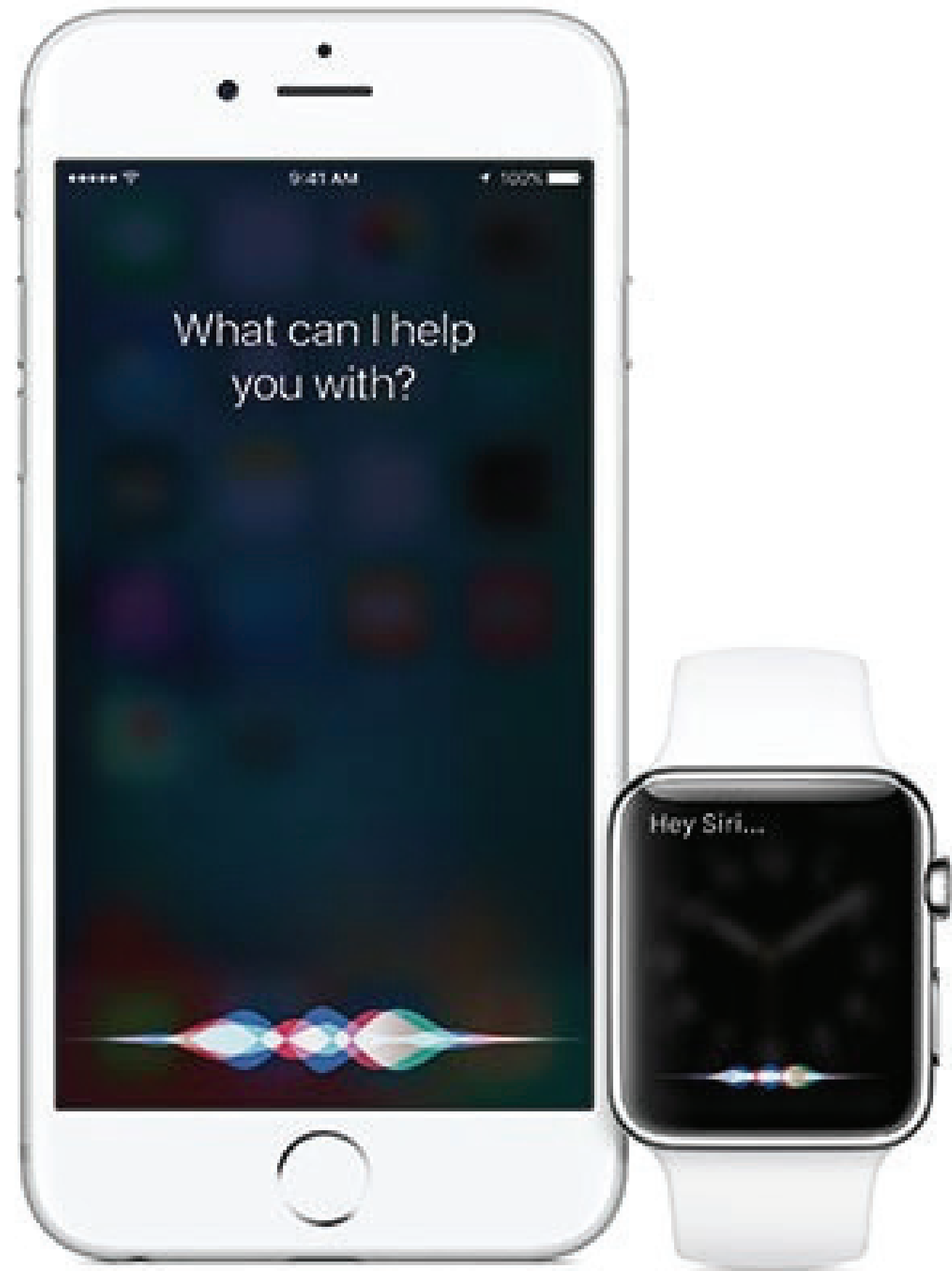
The avalanche, in Washington's Cascades in February, slid past some trees and rocks, like ocean swells around a ship's prow. Others it captured and added to its violent load.

Somewhere inside, it also carried people. How many, no one knew.

The slope of the terrain, shaped like a funnel, squeezed the growing swell of churning snow into a steep, twisting gorge. It moved in surges, like a roller coaster on a series of drops and high-banked turns. It accelerated as the slope steepened and the weight of the slide pushed from behind. It slithered through shallower pitches. The energy raised the temperature of the snow a couple of degrees, and the friction carved striations high in the icy sides of the canyon walls.







Design history is a pendulum.

FORMAT AND DISTRIBUTION

What is a book?

What is a publication?

What is a poster?

What is an interface?

3rd International Lahore Marathon
 5km, 7 km, 42km
 لاہور ایک بار پھر دوڑے گا!
 1400

HABIB BANK
 لاہور ایک بار پھر دوڑے گا!
 1400

مرطوب اور
 نغماتی آئینہ جموہ
 عوامی ٹیکٹ صاف
 30
 پختی
 لاہور ایک بار پھر دوڑے گا!

3rd International Lahore Marathon
 لاہور ایک بار پھر دوڑے گا!
 1400

877
 لاہور ایک بار پھر دوڑے گا!
 1400

کلاؤشا
 لاہور ایک بار پھر دوڑے گا!

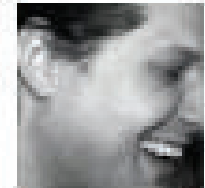
200
 لاہور ایک بار پھر دوڑے گا!

پروگرام
 لاہور ایک بار پھر دوڑے گا!

3rd International Lahore Marathon
 لاہور ایک بار پھر دوڑے گا!

لاہور ایک بار پھر دوڑے گا!

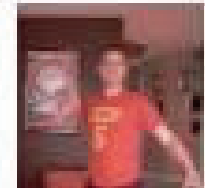
- News Feed
- Irving, TX
- Family
- Status Updates
- Photos
- Links
- About
- More



What's on your mind?

Attach:

Share



Mike Moffatt didn't run today.

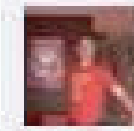
about an hour ago · Comment · Like

View all 12 comments



Sam Cornell hahah, well, when the only soccer games on TV are wigan and stoke city, you need something to make it interesting

9 minutes ago

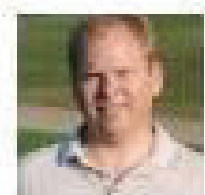


Mike Moffatt Uh oh.. my buddy Craig B is a Wigan fan. He's going to let you have it.

In general, though, it feels weird watching EPL without having a pint or two.

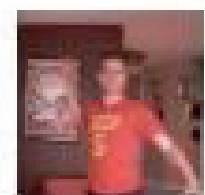
7 minutes ago

Write a comment...



Douglas Bergère Spending the day in Tyler, TX for a meeting

2 hours ago via Facebook for iPhone · Comment · Like



Mike Moffatt

The True Cause of Inflation

Brian Kearsy is not a fan of my definition of inflation: Saying inflation is rising prices is akin to saying rain is wet streets. The wet streets are the result of the rain; the rising prices are a result of the inflation of the money supply...

4 hours ago · Comment · Like · Share



Jeff Kay Mike, this is one of those arguments I always find rather infuriating and one which 'Austrian's' love to profer. Considering that the etymological definition of inflation and first

Requests

See All

- 2 mob wars invitations
- 5 kidnap! requests
- 2012 1 2012 survival items request
- 28 other requests

Suggestions

See All



Tom Nelson

35 people are mutual friends. You both work at About.

Add as Friend

Sponsored

Win a Little Debbie Car



We're sharing cupcakes and giving away a sweet ride, a sporty smart fortwo, in our Little Debbie Share-A-Thon Giveaway. Enter now.

125,525 people are fans of Little Debbie.

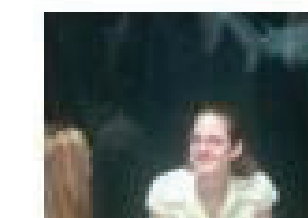
Become a Fan

Highlights



Funny stuff

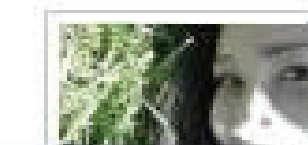
posted by Liz Nations Stone



Tylerville

by Ann Marie Sparkman Nations

4 comments 1 like



family

by Susan Childress Nichols

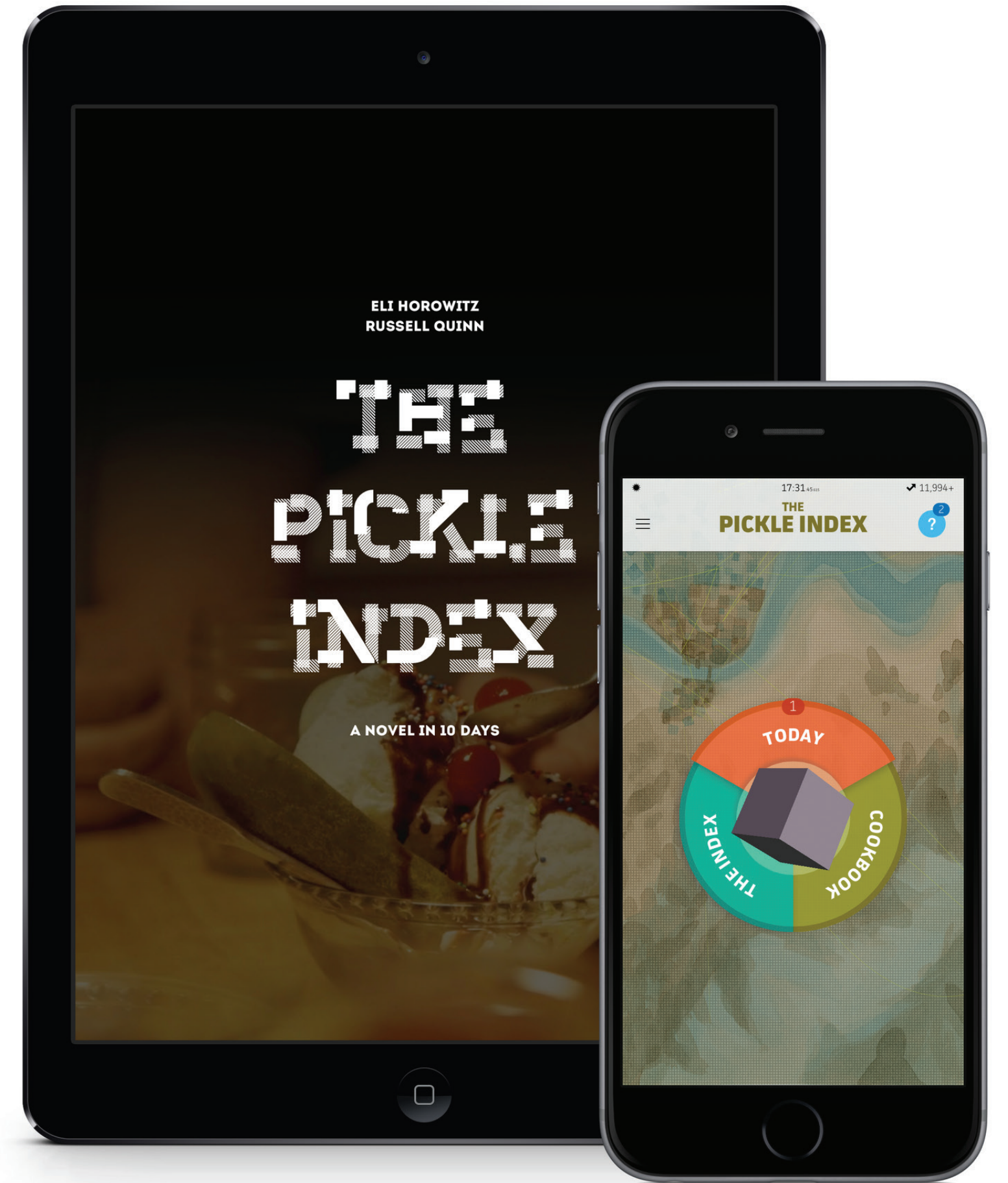
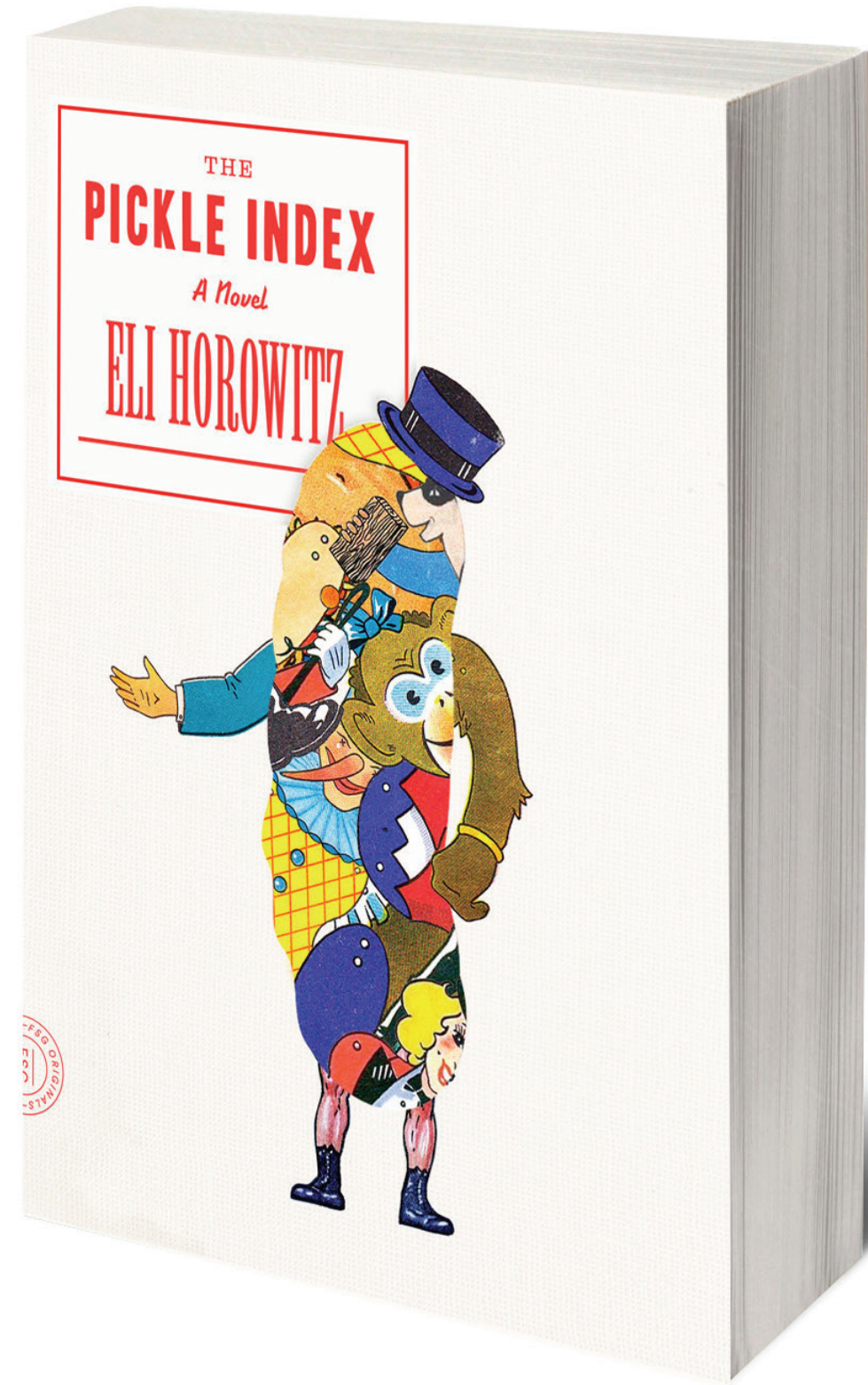


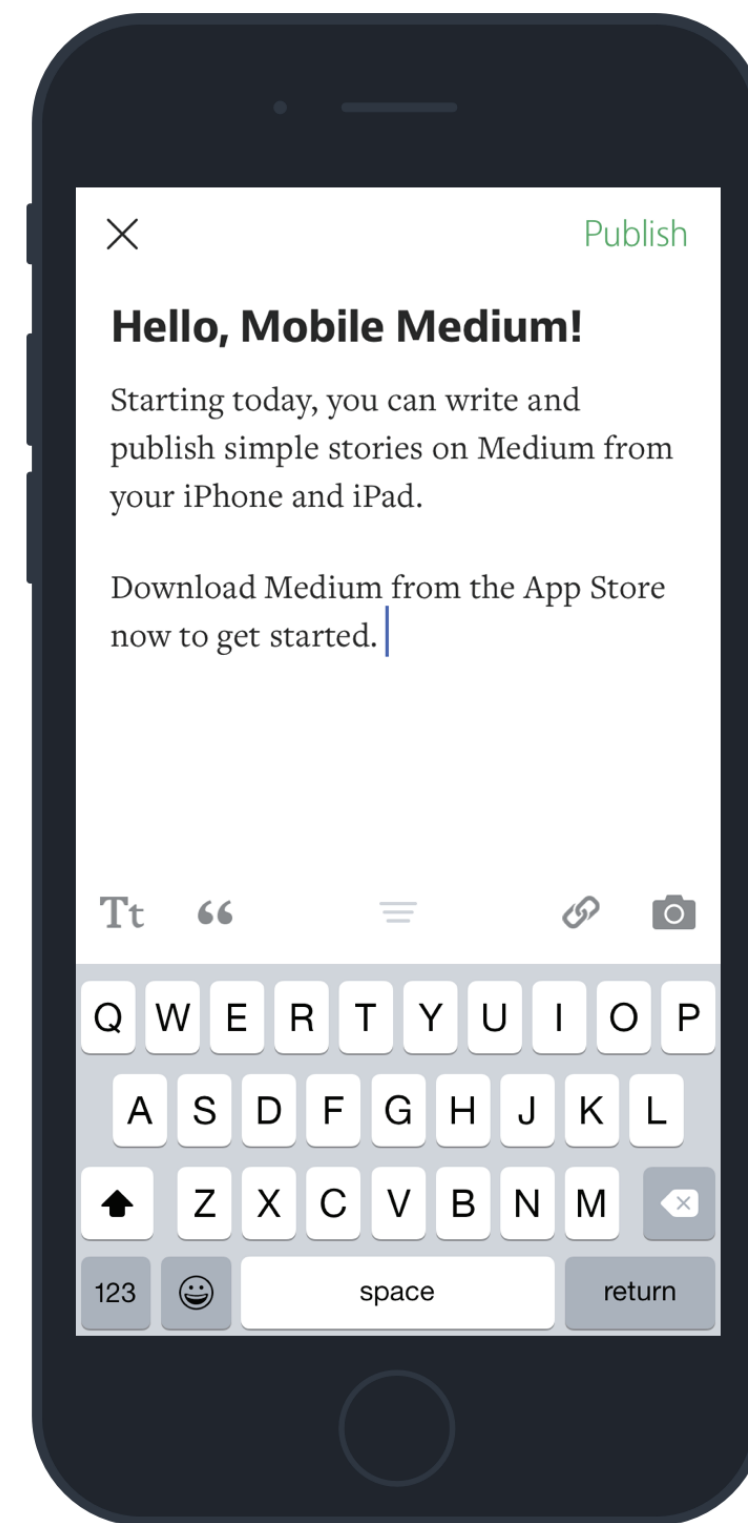
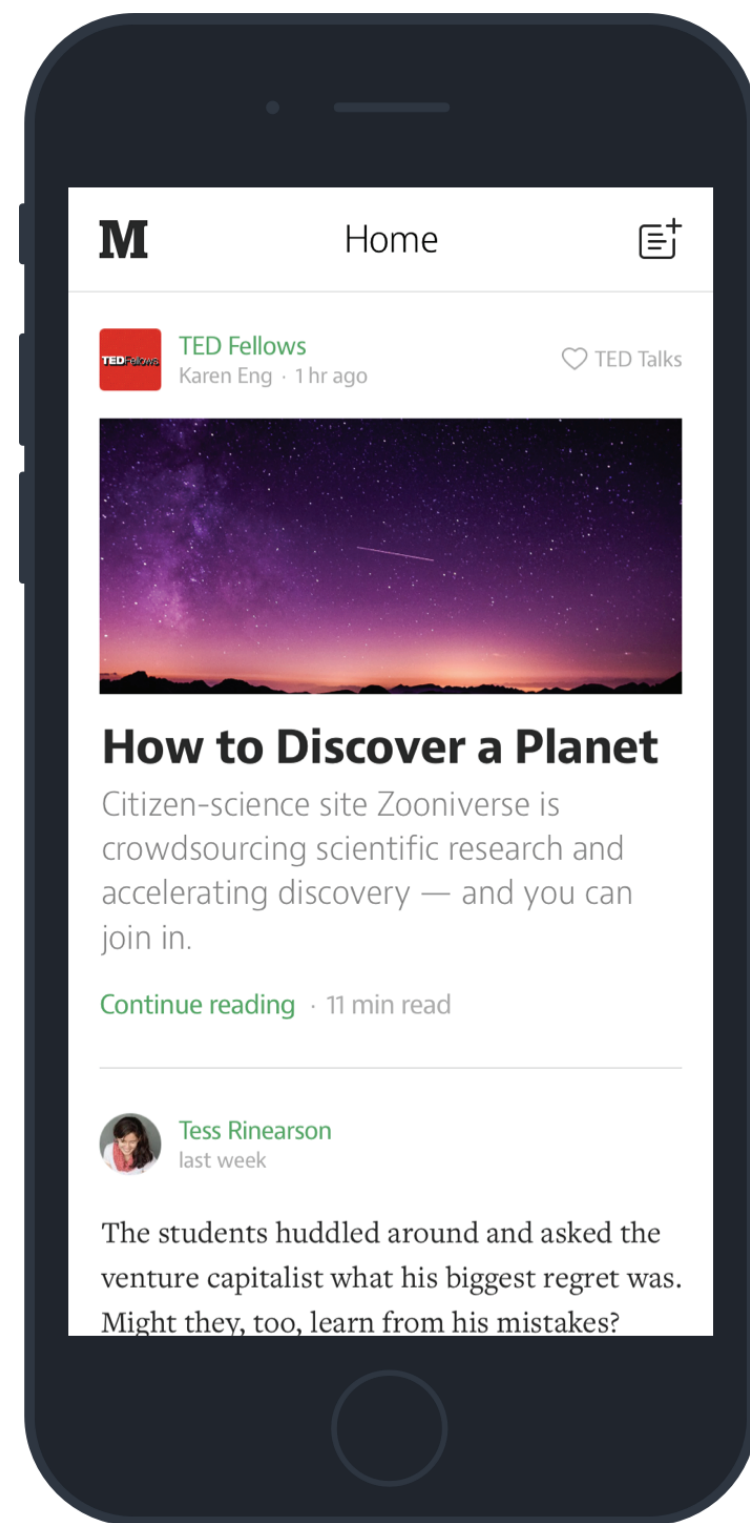
THE PICKLE INDEX

by ELI HOROWITZ

art by IAN HUEBERT

A NOVEL





The edges are blurring.

THE MEDIUM
IS THE
MESSAGE

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“The content or message of any given medium has as much importance as the stenciling on the side of an atomic bomb.”

“Never before in history have the decisions of a handful of designers (mostly men, white, living in SF, aged 25–35) working at 3 companies had so much impact on how millions of people around the world spend their attention.”

–Tristan Harris

“The entire globe has been
encrusted with a geological layer
of design.”

—Mark Wigley and Beatriz Colomina

DESIGN

+

TECHNOLOGY

=

CULTURE

Technology criticism
Distribution/Information
Publics/public sphere
Social networks
sustainability
open source
Automation/AI/Bots
neutrality/ethics

How does the medium change the message?

How does technology change the design?



JØRGEN LETH

LARS VON TRIER

"...DAZZLING..."
—SCOTT POLLOCK, LA WEEKLY

THE **FIVE** OBSTRUCTIONS

"BRILLIANT...ENGROSSING..."
—ELVIS MITCHELL, THE NEW YORK TIMES



"...SPELLBINDING..."
—ROLLING STONE

"...EXCEPTIONAL..."
—KENNETH TURAN, LOS ANGELES TIMES





DREJEBOG
OLE JOHN
JØRGEN LETH

Leth must remake the film in Cuba, with no set, and with no shot lasting longer than twelve frames, and he must answer the questions posed in the original film.

Leth must remake the film in the worst place in the world but not show that place onscreen; additionally, Leth must himself play the role of "the man." The meal must be included, but the woman is not to be included.

Leth must remake the film as a cartoon.

In this class, we will participate in our own Five Obstructions – remaking the same project five times over the course of the semester with different technological, aesthetic, and formal obstructions.

FIRST OBSTRUCTION:

Design three posters without using any Adobe products.

Format: it can be any size and any shape.

Tools: How can you use a word processor, handmade, HTML/CSS, iMovie, online tools, etc?

Distribution: consider print vs. digital, screen-based vs. projection, etc.