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# SCHOOL OF ARCHITECTURE AND CONSTRUCTION

# HND/BA HONS Graphic & Digital Design

# BA HONS 3D Digital Design and Animation

SESSION 2014 / 15

SEMESTER 1

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| COURSE CODE\* DESI 1099 |
| COURSE TITLE\* Being Digital |
| COURSE CO-ORDINATOR: Manos Kanellos |
| ELEMENT/ITEM OF ASSESSMENT\*  WEIGHTING OF ELEMENT/ITEM WITHIN COURSE\*  ASSESSMENT CRITERIA ARE:  As published in this Brief  As published in the main handout dated September 2014 |
| OTHER ELEMENTS WITHIN COURSE:  Lectures / Visitors |
| TUTOR RESPONSIBLE FOR THIS ELEMENT/ITEM:  Manos Kanellos  Email: *ke27@gre.ac.uk* |
| YEAR GROUP: YEAR 3 |
| TUTORIAL GROUP/ATELIER GROUP/ INTEREST GROUP: BA HONS Graphic & Digital DesignBA HONS 3D Digital Design and Animation |
| TITLE FOR THIS BRIEF “Future App” |
| ANY OTHER INFORMATION:  All work to be handed in on time |
| DATE HANDED OUT: 12 January 2015  PROJECT WORK  Date(s) for feedback sessions(s): every two weeks  COURSEWORK  Hand-in Date: 10/04/2015  Hand in details:  Design/Visual Studies Portfolio: Hand-in at Final critique as per arrangements made by course co-ordinator.  In all cases: Please hand in with a course header sheet (bar coded) |

\*As per programme document and course charts.

IMPORTANT NOTICE: It is the responsibility of each student to keep a copy of this hand-out in a file until September 2014. If you are referred in the subject you will need this hand-out unless notified otherwise

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| BA HONS Graphic & Digital Design  DESI1099 Being Digital  Assignment 1 Future App |
| **Brief**   1. Create next generation smart phone application. 2. Design the product by using either 2D or 3D techniques 3. Determine who the target audiences are for the interface and product you have chosen. To whom do they sell? To whom do they speak? How do they speak to these audiences? 4. Using the information you have gained, produce a concept idea for a design or promotion aimed specifically at your audience. 5. Evaluate your final work and progress into a document of 500 words. |
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| |  | | --- | | Submission  A demo –video of a smartphone application  You must upload your work on the Web (Youtube, Vimeo)  Document your work in an online Sketchbook and evaluate your work (500 words) | | Assessment Criteria  You will be assessed for your submitted work  60% Video demo: Application idea and design,  Animation, sound and presentation.  30% Online Sketchbook.  10% Evaluation: You need to be able to evaluate your own final piece of work | | Reading List  Laurel. B, 1993, *Computers as Theatre*, Addison-Wesley  Sahlins. M, 1999 *Culture in Practice*, Zone Books  Pavitt. J, 2000*, Brand New*, V&A Publications  Hughes. B, 1999, *Dust or Magic: Secrets of Successful Multimedia Design*, Addison-Wesley  Manovich. L, 2001, *The Language of New Media*, MIT | |