CLASS ONE HOMEWORK - 4 POINTS

1. Complete the “Getting Started” steps at http://www.santarosa.edu/~jdiamond/index.html
2. Create a subscription through the Creative Cloud (or use the SRJC computer labs)
3. Create a folder for AL classwork
   a. Insert your Flash drive into the computer USB port or on your laptop computer OR Connect to your cloud storage server (such as Google Drive)
   b. Right-click and choose New Folder
   c. Name the folder Introduction to Digital Media - Your Name
   d. Create two sub-folders by right-clicking and choosing New Folder (2x)
   e. Name the folders Homework and Website. It should look like this.
4. Complete the Getting Started Quiz which covers the contents of the website and asks questions about the variety of career options in the field of Digital Media. (2 points)
5. Tell me your story (2 points)
   Take a “selfie” from the shoulders up and transfer the image to your computer so you can upload it. NOTE: The image should be a .JPG or .PNG file type.
6. Visit the class message board (the link is on the class assignment page)
   a. Click the Register button in the upper right corner and create a unique username and password for the message board. Write down the values so you can use them all semester.
   b. Click the Edit Profile link on the left side of the page
   c. Click the Choose File button, browse to the location of your selfie and click the Open button. This takes your back to the Forum.
   d. Click the Save Changes button at the bottom of the page.

CLASS TWO SKILLS: INTERACTION DESIGN AND IMAGE EDITING

WHAT IS INTERACTION DESIGN?

The Interaction Design Association (IxDA) explains:

“Interaction designers strive to create useful and usable products and services. Following the fundamental tenets of user-centered design, the practice of interaction design is grounded in an understanding of real users—their goals, tasks, experiences, needs, and wants. Approaching design from a user-centered perspective, while endeavoring to balance users’ needs with business goals and technological capabilities, interaction designers provide solutions to complex design challenges, and define new and evolving interactive products and services.”

Learn more about this growing field. http://vimeo.com/52861634
INTERACTION DESIGN IS A USER-CENTERED PROCESS

- Observe
- Define
- Ideate
- Design
  » Think through steps
  » Evaluate the presentation
  » Validate the purpose
- Prototype
- Iterate
- Research guides our iterations

IDEAS COME FROM MANY SOURCES

- Brainstorm
- Create personas
- Conduct task analyses
- Write scenarios

People can provide much information if we observe what they are doing and ask about what they need and expect through:

- Surveys
- Focus groups
- Interviews
INTERACTION DESIGN CORE PRINCIPLES

The user’s experience should be:

- **Consistent**
  - Differences can attract unwanted attention

- **Perceivable**
  - Interactions should be obvious
  - Cues - Visual, Auditory, Tactile

- **Learnable**
  - Interactions should be easy to learn and remember, intuitive and simple

- **Predictable**
  - Where and what should be obvious
  - When NOT predictable you have guessing, trial and error, failure to interact

- **Feedback**
  - Acknowledges interaction

INTERACTION DESIGN STRUCTURE BEST PRACTICES

- **Law of Proximity**
  - Objects belonging together

- **Law of Similarity**
  - Similar attributes belong together

- **Law of Alignment**
  - Things that are aligned are perceived to be more related than things that are not aligned
  - Western readers read top down and left to right. Elements that follow this pattern influence perception and behavior

- **Follow “Desire Lines”**
  - Allow users to lead designers development of methods of interaction
  - Observation of use of a product can uncover how people use it.
    - Change the design accordingly.

- **Top-Down Lighting Bias**
  - Objects light on the top appear 3D
  - Objects look most natural when lit from the top-left and look scary when lit from below

EFFECTIVE NAVIGATION

- **Present and Available**
  - Consistent
  - Contextual links vary

- **Placing Navigation**
  - Web sites - Horizontal rows or vertical columns
  - Mobile sites - Vertical stack at top or bottom, or “rolled up” into menu or button

- **Search and Filtering**
  - Search is an expected feature, filtering helps limit information

- **Navigation should NOT be a scavenger hunt**

IMAGES

- **Object > Stimulus > Perception > Meaning**

- **Sensory Filtering**
  - We ignore most information and pay attention to a small amount - designers must focus users’ attention

- **Responding to Color**
  - Trichromatic Theory - All colors we see are composed of red, green, and blue light
  - Our color sensitivity peaks at YELLOW
• Images and Graphics
  » Faces and illustrations draw attention before blocks of text

MOTION
• Used to direct attention
• We can use eyesight to direct a user’s attention to text
• Motion can distract
  » Peripheral changes can pull our eye away from what we want the user to focus on
• Effective Motion
  » When our INTENT is to cause the user to see the content move from one location to another
• Video Considerations
  » Avoid auto-play
  » Provide media controls and status information

SUMMARY
Essential Principles of Interaction Design include:
• Consistency
• Perceivability
• Learnability
• Predictability
• Feedback
• These Principles form a system we learn and use to make the user experience successful

CAREERS IN INTERACTION DESIGN
Anyone can learn Photoshop, Illustrator, and Dreamweaver, and a host of other software applications but it takes someone with knowledge of Interaction Design to make a good layout of a web site or interface. The practice of “interaction design” grew from the need to present software experiences to users in a way that makes sense, meets their needs, and is consistent and coherent and “usable” Interaction designers are vital to help translate between human and computer.


PHOTOSHOP TOUR
Adobe Photoshop is the de-facto industry standard raster graphics editing software application. It is so synonymous with image alteration that “to Photoshop” or “that picture has been “Photoshopped” are commonly used terms. Photoshop can edit and compose raster images in multiple layers and supports masks, alpha compositing and several color models including RGB, CMYK, and others. In addition to raster graphics, it has limited abilities to edit or render text, vector graphics (especially through clipping path), 3D graphics and video.

Examine some great examples of [Photoshop Manipulation](http://www.howcast.com/videos/509204-What-Is-Interactive-Design-Graphic-Design#)
GET TO KNOW THE PHOTOSHOP TOOLS, WORKSPACE, LAYERS, AND MASKING

LAYERS

Photoshop layers are like sheets of stacked acetate. You can see through transparent areas of a layer to the layers below. You move a layer to position the content on the layer, like sliding a sheet of acetate in a stack. You can also change the opacity of a layer to make content partially transparent. You use layers to perform tasks such as compositing multiple images, adding text to an image, or adding vector graphic shapes. You can apply a layer style to add a special effect such as a drop shadow or a glow.

WORKSPACE

Photoshop has a variety of workspaces to accommodate efficient production techniques. In addition you can create your own custom workspace and easily reset any workspace to its default appearance.
OPTION 1-CREATE A PANORAMA

1. REQUIRED- Watch this video demonstration [http://www.santarosa.edu/~jdiamond/intro_to_digital_media/assignments.html#](http://www.santarosa.edu/~jdiamond/intro_to_digital_media/assignments.html#) (use the PAUSE button to jump between watching the video and completing the steps in Photoshop)

2. Use a digital camera to create your own images for the project specifications below.

3. Use Photoshop to create a multiple image panorama composition (3 images)

4. Set the minimum overall image width to 1150 pixels, max. 1350px, resolution 72 ppi.
   Note: If file size is over 10 MB you need to examine your settings carefully.

5. Image must include a layer of type, and a shape layer with an accompanying mask that blends the shape into the overall image as demonstrated in the video demonstration.

6. Save the image as hw1.PSD into the homework folder on your Flash drive or cloud storage drive and upload it to the Intro to Digital Media dropbox (using your CATE username and password).
   Note: Leave the background layer, shape layer, and text layers intact.

OPTION 2- CREATE A MULTIPLE EXPOSURE SHOT


2. Use a digital camera to create your own images for the project specifications below.

3. Select File> Save for Web and reduce the image to a maximum of 1280 width and a minimum of 1024 width.

4. Save the image as hw1.PSD into the homework folder on your Flash drive or cloud storage drive.

5. Upload it to the Intro to Digital Media dropbox (using your CATE username and password).

CLASS TWO HOMEWORK- 6 POINTS

1. Review the Principles of Interaction Design on pages 7-10 above

2. Complete the Principles of Interaction Design quiz (2 points)


4. Choose Photoshop Assignment option 1 or 2 (4 points):

LAYER MASKS

Masking layers is a valuable compositing technique for combining multiple photos into a single image or for making color and tonal corrections. You can add a mask to a layer and use the mask to hide portions of the layer and reveal the layers below. Use black to hide a portion of a layer and white to reveal it. In the picture below, the only portion of the top two layers that are revealed are of my dog, Theo.