FROM THE GROUND UP:
BUILDING A DIGITAL DESIGN PROGRAM AT YOUR SCHOOL

SESSION

SCHOOL
CHERRY CREEK HS

PRESENTER
ALISSANDRA SEELAUS
- Sudbrook Magnet MS
  - Shared lab to be reserved
  - Adobe Creative Suite 3
  - No digital coursework; taught units in stop-motion animation & digital collage as a part of 8th grade art
- Dulaney HS
  - Dedicated 28-station lab with limited availability, shared lab also available
  - Adobe Creative Cloud Suite
  - Offered Digital Art 1 & Digital Studio
- Cherry Creek HS
  - Dedicated 26-station lab
  - Photoshop CS3
  - Offered Digital Photography only

WHO EVEN ARE YOU?
(i'm alissandra)
Enrollment/interest in digital art courses down
Lab use was being scrutinized
Previous teacher had limited design experience

INTRODUCE:  
(1-2 UNITS/YEAR)  
* Get students interested/aware of design thinking  
* Broaden understanding of the arts/careers  
* Hook resistant students with technology

REFRESH:  
(3 EXISTING COURSES)
* Enrollment/interest in digital art courses down  
* Lab use was being scrutinized  
* Previous teacher had limited design experience

EMBED:  (NOTHING ONLY DARKNESS)
* Modernize offerings by introducing digital design  
* Replace/expand outdated lab technology  
* Develop curriculum for digital drawing & AP 2D
SET GOALS/PRIORITIES

✴ PHASE IN DESIGN UNITS SLOWLY
✴ GENERATE INTEREST
✴ BUILD TECH COLLECTION
✴ LEARN PROGRAMS ONE-BY-ONE
✴ BORROW/SHARE RESOURCES
✴ BYO-DEVICE
FUNDING IDEAS:

- Grants (NEA, NAEA, corporate, state/local organizations, grantsalert.com)
- Crowd-funding (Donors Choose et al; alumni/families)
- PTCO/PTA “wish list”; local businesses
- Matching agreements with administration
- Fundraising events; NAHS

- Technology is a really cool thing to fund in education right now
- Check school budget for funds earmarked for tech/STEM
- Share how this technology can benefit more than just the arts
## “Hard” Tech: Equipment

<table>
<thead>
<tr>
<th>MINIMUM</th>
<th>PRIORITY</th>
<th>DREAMLAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computers</td>
<td>Scanner (~$50-100)</td>
<td>Dedicated lab</td>
</tr>
<tr>
<td>Internet access</td>
<td>Wacom drawing tablets (~$60 ea)</td>
<td>Medium/large format inkjet printer</td>
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<tr>
<td></td>
<td>Color laser printer (~$150)</td>
<td>Digital cameras (point/shoot or DSLR)</td>
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### “Soft” Tech: Programs/Web

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</table>
| GIMP~*  - image editing | Fontstruct^* - typography  
Piktochart^* - infographics  
The Noun Project^* - icons  
Aurasma^* - augmented reality  
Sculptris~* - 3D modeling | Adobe Creative Suite~:  
Photoshop - image editing  
Illustrator - graphics  
Premiere Pro - animation/video  
InDesign - layout/package design |

*free! hooray  
^log-in required  
~needs to be installed
HEY LOOK I MADE AN INFOGRAPHIC

Note: Edit line style and thickness using the properties toolbar.
Visit Seattle
Our giant robots are friendly
# Two Curriculum Models

**4-year:**

<table>
<thead>
<tr>
<th>Course</th>
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<tr>
<td>Fundamentals of Art</td>
<td>(1+ Digital Intro Units)</td>
</tr>
<tr>
<td>Digital Art 1</td>
<td>Photo 1 &amp; 2</td>
</tr>
<tr>
<td>Digital Studio</td>
<td>Photo 3 &amp; 4</td>
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<tr>
<td>AP Digital Studio Advanced</td>
<td>AP Photo</td>
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**3-year:**

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<td>Drawing/Design 1 &amp; 2</td>
<td>(Traditional)</td>
</tr>
<tr>
<td>Advanced Digital Drawing/Design</td>
<td>Advanced Photo</td>
</tr>
<tr>
<td>AP 2D Design (Students Select Photo or Digital Artwork)</td>
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</table>
DIGITAL PHOTO

- BASIC PHOTO EDITING
- FERAL TYPE SCAVENGER HUNT
- DIGITAL HOAX
- DOUBLE EXPOSURE
- HYBRID
- COLORIZED B&W PHOTO
- SURREAL MINDSCAPE
- MASTER PHOTOGRAPHER SNAPSHOT
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- **MASTER PHOTOGRAPHER SNAPSHOTT**

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### WILLIAM EGGLESTON

William Eggleston in his early photography shot only in black and white, of mundane subjects. Once color photography was invented, Eggleston was one of the first photographers to catch on to this new trend. He started taking pictures of everyday people and things in color taking what he saw in his world and putting it on film. He chose to do his photography to show the world an "excerpt of his story" and to beautify everyday things.

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#### Timeline of William Eggleston's Career

<table>
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<tr>
<th>Year</th>
<th>Event</th>
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<tr>
<td>1957-1958</td>
<td>Starts to use color negative film</td>
</tr>
<tr>
<td>1967</td>
<td>Gets first cameras</td>
</tr>
<tr>
<td>1976</td>
<td>Travels world to take pictures</td>
</tr>
<tr>
<td>1983-2003</td>
<td>The Museum of Modern Art exhibits his work in first solo exhibition of color photographs</td>
</tr>
<tr>
<td>2000</td>
<td>Commissioned by Paramount Pictures to photograph studio in Hollywood, California</td>
</tr>
<tr>
<td>2005</td>
<td>Untitled 1965-68</td>
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All of the images I chose are of everyday items. There is nothing special or staged. They are all very raw and originally would have nothing to say to the world of photography. But with each one of these images tells a story. A man in his house, a grocery boy, an older woman in a dinner. They each have a world and these images were windows into that life. Color was also a huge aspect in his photography. He was one of the first people to stop shooting in black and white and start in color. This was then one of his main goals.

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- [http://www.eggleston.com/timeline.html](http://www.eggleston.com/timeline.html)
- [http://artattic.com/commentarywilliameggleston.html](http://artattic.com/commentarywilliameggleston.html)
DIGITAL ART ONE

CHARACTER DESIGN
SIMPLE SHAPE STORY
NURSERY RHYME ILLUSTRATION
TYPESET POSTER
MINI VECTOR STILL LIFE
+/- SPACE POSTER DESIGN
PERSONAL INFOGRAPHIC
POSTCARD FROM THE FUTURE
AUGMENTED REALITY GIF
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AUGMENTED REALITY GIF
Mr. Abovey Rabbit, Everyone Matters!

written by marlene mota
illustrated by tirzah khan

Mr. Abovey Rabbit couldn’t control his habits. He was a really rude guy that no one could seem to like. Mr. Rabbit thought he was the best. He put others down, no rest.

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THURS 3/25 TO SAT 3/28
@ 7:30PM

CARRIE
THE MUSICAL

POSTER BY: YOU Su KIM

Book by Lawrence D. Cohen, based on the novel by Stephen King. Music by Michael Gore. Lyrics by Dean Pitchford

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WAIT - DO PEOPLE ACTUALLY LISTEN TO MUSIC I RECOMMEND?!

yup! lol nah....

evolution of my music taste:
-3
-2
-1
0
1
2
3
4
5
6
7
8
9
10
11
12

OLD PAKISTANI SONGS
LINKIN PARK BARNEY & FRIENDS
ARCTIC MONKEYS, RADIOHEAD, COLDPLAY

arctic monkeys
the 1975
daft punk
empires
cinematic orchestra
last shadow puppets
two door cinema club
Florence + the machine
40:00

fun facts!

my most popular genre of music is INDIE ROCK
my current obsession is WRAPPED IN PIANO STRINGS by RADICAL FACE
my favorite band is ARCTIC MONKEYS
i like making playlists on 8TRACKS
i hate TAYLOR SWIFT and ONE DIRECTION

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WAIT - DO PEOPLE ACTUALLY LISTEN TO MUSIC I RECOMMEND?!
DIGITAL ART ONE

Greetings from Atlantis!

- Character Design
- Simple Shape Story
- Nursery Rhyme Illustration
- Type Set Poster
- Mini Vector Still Life
- +/- Space Poster Design
- Personal Infographic
- Postcard From The Future
- Animated GIF
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TYPE SPECIMEN POSTER
REPEAT PATTERN SURFACE DESIGN
PRODUCT MOCKUP
IDENTITY CAMPAIGN PROPOSAL
INTANGIBLE PACKAGE DESIGN
STOPMOTION ANIMATION
SONGBOOK ILLUSTRATION
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“I’d buy a cup that looked like that.”
-Anna Johnson
DIGITAL STUDIO

- Textured/Layered Event Poster
- Font Exploration/Design
- Type Specimen Poster
- Repeat Pattern Surface Design
- Product Mockup
- Identity Campaign Proposal
- Intangible Package Design
- Stopmotion Animation
- Songbook Illustration
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QUESTIONS?
(THANK YOU SO MUCH)

PRESENTER  ALISSANDRA SEELAUS  EMAIL  ASEELAUS@CHERRYMCEESCHOOLSORG