

# Activities and Learning units

<https://teachingresource.aiga.org/>

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# Learning Guide Template

<https://teachingresource.aiga.org/>

## Objectives

Objectives and tasks should align with a number of learning events outlined in the learner engagement cards.

- Receive
- Create
- Debate
- Explore
- Experiment
- Imitate
- Practice
- Meta-learn (self-reflect)

## Reading

List content learners should read before attempting a task that is set.

## Watching

List media learners should watch before attempting a task that is set.

## Doing (Tasks)

Describe the tasks you want learners to do. This should relate to the objectives, readings and watching.

## Tutor and student interactions

List the way learners will engage with the tutor and each other.

- Group Q&A. (Agreed time live session, forum, blog)

- One on one Q&A. (Tutor makes contact with individual learners)
- Group presentation and feedback. (Learners present their findings/results and seek feedback from each other)
- Software Demonstration. (Live demo with questions)
- Presentation and discussion of Ideas, techniques, and exemplars.

# Elements and principles

# Textures and patterns (8hrs)

## Objectives

- Describe the difference between texture and pattern
- Identify texture and pattern in design work
- Create seamless textures
- Create repeatable patterns
- Apply patterns and/or textures to a piece of work

## Reading

### Texture

<https://www.canva.com/learn/texture/>

<https://blog.depositphotos.com/6-ways-to-use-textures-in-graphic-design-resources-tips-and-examples.html>

### Pattern

<https://99designs.com/blog/trends/pattern-design/>

<http://www.maori.org.nz/whakairo/default.php?pid=sp55&parent=52>

Can you find other examples of the botanical texture compositions shown in [Jerga Argentina's](#) work?

## Watching

<https://www.youtube.com/playlist?list=PL30gKhzL7oSkaEcxtcKP0eRmyS2tfBX1o>

- **Photoshop tutorial: How to create seamless textures**

<https://www.youtube.com/watch?v=FR3Z0zr1RaY>

- **How to Create Patterns in Illustrator Tutorial**

<https://www.youtube.com/watch?v=n34-YmNJMrc>

- **Applying Blending Modes to Texture Layers**

<https://www.youtube.com/watch?v=jPYG6O1tIsk>

## Doing (Tasks)

**Find 3 examples of texture be used in print ads found on Ads of the world**

**<https://www.adsoftheworld.com/>. For each example:**

- Describe how you think the texture was applied (What tools and techniques were used?).
- Why do you think the texture was chosen (How does the texture relate to the message, what additional meaning does it convey)?

**Following one of the video tutorials, Create a texture or pattern and apply it to a typographic composition.**

- Use something from your environment as source material.
- The type can be anything you like. A word, a quote, a lyric, a question, a line from a movie.
- Experiment with the texture or pattern positioning (background, on top, blended into the composition).

**I'm missing one more activity that relates more to comprehension of the reading material.**

## Tutor and student interactions

- Group Discussion (Good sources of textures online, Teams channels)
- One on one Q&A. (Make contact with each student)
- Group presentation and feedback. (learners present their findings/results from the examples they found)
- Software Demonstration. (Converting texture to bitmap for use in distressed type in InDesign)
- Presentation and discussion of typographic compositions.

# Banknote Design

Design a novelty or commemorative bank note. Using a historical event as inspiration. The event could be real or fictional.

Image result for commemorative banknotes

## Examples

- A New Zealand \$10 note, to commemorate the Sky City Convention centre fire.
- An Eastern-European inspired note to commemorate the destruction of Sokovia (from the Marvel Cinematic Universe).
- A Ukrainian bank note to commemorate the Chernobyl Nuclear Disaster.
- A set of banknotes that explores a nations historical contributions to Science, Exploration, or the Arts (other options are possible).

## Questions

- Who was involved? and who should appear in the note?
- What iconic imagery should be represented on the note?
- What colours will convey the message and represent the value?

<https://www.youtube.com/watch?v=Z9fcM2CWWPw>

[https://www.behance.net/gallery/19414395/Hungarian-paper-money?tracking\\_source=search-all%7Cbanknote](https://www.behance.net/gallery/19414395/Hungarian-paper-money?tracking_source=search-all%7Cbanknote)

<https://www.behance.net/gallery/48062147/Batidas-Visual-Identity-for-the-Brazilian-Banknotes>

# Print production

# Packaging – Die-lines

<https://teachingresource.aiga.org/>

## Objectives

Objectives and tasks should align with a number of learning event outlined in the learner engagement cards.

- Use Yoobee prepress guidelines to create new die-lines
- Describe a production process for producing box packaging
- Modify existing die-lines, to meet new product goals
- Copy existing die-lines
- Discuss sustainability in relation to packaging.

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### What Does Dieline Mean for the Printing and Packaging Industry?

**Answer:** A dieline serves as a package template that ensures proper layout for a printed product. It is a diagram that shows all the cut lines and folds of a package in flattened form. They are also used for envelopes, pocket folders and more. There are a few steps toward creating proper, accurate die lines for items such as boxes.

Die lines are then created in Adobe Illustrator with certain design standards. You can then use a hard copy of the die line you create to test with the product you are packaging. Once you have it right, hard copy prototypes are made with heavyweight paper or other materials. Following careful checking of prototypes for sturdiness and other factors, the finished packaging product will be ready to hit the shelves.

<https://brownandpratt.com/packaging-services/frequently-asked-questions/what-is-a-die-line/>

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## Reading

### 11 inspiring packaging design trends for 2020

<https://99designs.com/blog/trends/packaging-design-trends/>

## 11 Strategies to Make Your Packaging More Sustainable

<https://www.lumi.com/blog/11-strategies-to-make-your-packaging-more-sustainable>

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### Die cut templates

<https://www.diecuttemplates.com/>

### PACKAGING & DIE LINES: The Designer's Book of Packaging Dielines

<https://issuu.com/designpackaging/docs/packaging-dielines-free-book-design>

### PACKAGING & DIE LINES II: The Designer's Book of Packaging Dielines

[https://issuu.com/designpackaging/docs/packaging-dielines-free-book-design\\_7fb37ab8a1c323](https://issuu.com/designpackaging/docs/packaging-dielines-free-book-design_7fb37ab8a1c323)

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## Watching

### How It's Made - Printed Packaging (4:30 mins)

<https://www.youtube.com/watch?v=zoSGvhV3EmU>

### Dielines and Proofs - Packaging Prepress 101 (3 mins)

<https://www.youtube.com/watch?v=Lax3QODXpY8&list=PL30gKhzL7oSIC-VgM9ODvw15rRdHE7IFb>

What did each of the lines mentioned represent?

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## Doing (Tasks)

### Create a die-line from existing box packaging

1. Take an existing packaging box, and unravel it and hand draw the die-line including all cuts and folds, noting the up directions for each panel.
2. Apply measurements to the die-line.
3. Use illustrator to create the die-line.

## Tutor and student interactions

List the way learners will engage with the tutor and each other.

- Group discussion about good packaging experiences they've had.
- Presentation of ideas and option related to sustainability and packaging.

- Group presentation and feedback. (learners present their findings/results and seek feedback from each other)
- Software Demonstration. (Live demo with questions)
- Presentation and discussion of Ideas, techniques, exemplars.

# UX/UI introduction (part one) – 6 hours

## Objectives

Objectives and tasks should align with a number of learning events outlined in the learner engagement cards.

- Describe the difference between UX and UI – *Readings and definition task*
- Identify examples of good and bad UX – *Norman Door Task*
- Describe principles of Human Centred Design – *Norman door video*

## Reading (2 hours)

**What is UX design? 15 user experience design experts weigh in**

<https://www.usertesting.com/blog/what-is-ux-design-15-user-experience-experts-weigh-in>

### “ Consider the following questions:

What things does **John Amir-Abbassi** believe are harder engineer and achieve in relation to user experience? Why do you think that might be?

What does **Marieke McCloskey** say UX design starts with?

Can you give an example where you've given feedback as a customer for a business, product or service?

**Joshua Porter** says UX is design with an awareness of all touch-points. He gives some examples. Can you list some more examples? Maybe for the place you work or from your experience with a product or service?

**Scott Johnson** talks about UX being “the purposeful application of logic and rational” what do you think he means by “creating experiences that offer both utility and value” . What does “working generatively” mean?

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**What is UI design? What is UX design? UI vs UX: What's the difference**

<https://uxplanet.org/what-is-ui-vs-ux-design-and-the-difference-d9113f6612de>

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### **Consider the following questions:**

What does design in a Vacuum lead to?

What example is give when describing how a UX and UI team might work together?

What are UI designers concerned with? In your own words can think of an analogy or metaphor to describe the difference between UX and UI?

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## **10 Classic UX Design Fails That Teach Us How Not To Do UX**

<https://careerfoundry.com/en/blog/ux-design/10-classic-ux-design-fails/>

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### **Activity**

After a class discussion about the first two articles, Create your own definition of UX and Share it with the class. Share the resources you used to help create you definition. Did you find other sources of information, which descriptions did you like best?

## **Watching**

### **The Norman Door (5:31)**

<https://www.youtube.com/watch?v=yY96hTb8Wgl&feature=youtu.be>

### **“ Consider the following questions:**

What was the name of Don Normans book?

What is a Norman Door?

What is the First principle of Human Centred Design?

Can you Identify any Norman doors you have to interact with regularly?

### **Activity (2 hours)**

Find and photograph (or video) 3-5 Norman Doors. Create a Document (pdf handout, website, slideshow, video presentation) that includes your images of each door, their location, a description of why you have identified them as Norman doors, and a suggestion for how to fix them.

# Doing (Tasks)

## Classic UX Design Fails (2 hours)

In pairs, using your own definitions of UX and what you've learned so far, create two new entry for the "**Classic UX Design Fails**" article by looking at a digital experience (App, website or Game).

### Your entry should include:

- A description of the experience you're looking at.
- A picture of the experience
- A paragraph about "**Why it's bad UX**"
- A paragraph from each student with a possible solution
- A key takeaway

## Tutor and student interactions

List the way learners will engage with the tutor and each other.

- Group discussion **What is UX?** Students should have read the articles and considered the questions before the session.
- Online sharing and feedback on UX definitions.
- Presentation of Norman doors and solutions. (posted for feedback)
- Presentation of "**Classic UX Design Fails**"

# Dear future self

Establish your why. Thinking about your expectations and future ambitions - I want you to write a letter to yourself at the end of the programme

It could be a vision statement about what lights your creative fire and why you are on this journey to something you might need to hear in a years time What is the why behind your investment, not only into this programme but in yourself