

## MM137 class notes

### Week 1

#### Introduction

##### Class: Fundamentals of Authoring

- Content: fundamentals of design of image-based media
- How to create imagery with structure; lead your audience through your images
- Basic principles & concepts of multimedia and graphic design will be discussed
- Technical knowledge and vocabulary to prepare graphic assets
- Introduction to pipelines and file naming structures
- Abstract concepts of design as well as specific concrete design solutions

#### Discussed Apps used

##### Introduction to Adobe Bridge

- Discussion of environment
- Using Adobe Bridge to create PDF files with the Output workspace

Scanner usage: scan @ 200 dpi

#### Discussed concept of underlying structure

##### Discussed space

- Positive and negative
- Figure and ground
- Inactive and active

##### Discussed scale

- Relative
- Can be used to imbue importance

Assignment #1 given