FASHION DESIGN/COMPUTER GRAPHICS
Fashion Institute of Technology

COURSE SYLLABUS/INFORMATION:

Course Name: Digital Literacy for Designers
Course Number & Section: FD 223-101 / CG 223-101
Semester: FALL 2015
Day/Time: Wednesdays 9:10 am - 12 pm
Classroom: C-511
Prerequisites: None
Co-requisites: None
Credits: 2.5
Hours: 2 lecture, 1 lab
Academic Calendar/Holidays: http://www.fitnyc.edu/3558.asp
Withdrawal Deadline: http://www.fitnyc.edu/13195.asp
Date of Final Exam/Presentation: Final Presentation

COURSE DESCRIPTION:

This lecture/lab course examines the concept of digital literacy through the lens of Art and Design. One of the core goals of Digital Literacies for Designers is to inspire and empower students to become practicing designers whose digital skills sets include information design, user interface and experience design branding and identity design, 3D digital applications and all new technologies as they apply to the fashion design and other design-related disciplines.

INSTRUCTOR INFORMATION:

Name: Professor Sandra Markus, Professor Kurt Vega
Office: B-716
Email: sandra_markus@fitnyc.edu / kurt_vega@fitnyc.edu
Office Hours: Please contact us to arrange virtual office hours
Monday
Tuesday
Wednesday: 12-1 pm (face to face)
Thursday

LEARNING OBJECTIVES:
- Create, communicate, collaborate and participate digitally in fashion design and design related fields in the global economy.

- Utilize multiple modalities of digital participation for fashion design and design related fields. Understand the consequences, responsibilities and dangers of these online modes.

- Create an online presence using digital information design principles that reflects the critical importance of creating a professional and personal brand in fashion design and design related fields.
- Digitally search, research and aggregate information at a scholarly level in the fashion design and design related fields. Students will develop an effective professional learning network in the fashion design and design related fields.

ASSESSABLE TASKS:

Students are required to:
- Create an online digital presence that reflects a personal and professional brand appropriate for the fashion design and design related fields.
- Create a blog and post weekly responses to homework prompts.
- Work collaboratively on two group projects: 1. Research design activism and present this information through a digital presentation application. 2. Research the maker movement and present this information through video format.
- Complete a final project that reflects a depth of scholarly digital research in a relevant topic in fashion design or a design-related discipline (to be discussed and agreed upon with the faculty member). The presentation format will be digital, and can be chosen by the student. This project will be uploaded to an open environment and shared with the class community.

Final grade Calculation:

In-class participation	10%
Blogs	30%
Identity and personal branding assignment	15%
Collaborative presentation	20%
Final project	25%

REQUIRED TEXTS:

These are the 3 required textbooks. All other readings and resources will be available through a shared Evernote notebook. Books can be purchased as e-books or as paperbacks. The first book is only available as a web-based book.
1. Belshaw, D. (2014). Digital Literacies (http://digitalliteraci.es) Use code fitnyc for 50% off.
2. Kostucki, N., Kariuki, L., & Leates, B. (2011). *You are your brand!* New York City, NY: Lulu.com (available as kindle and hard copy)
3. Rheingold, H. (2014). *Net Smart: How to Thrive Online.* Cambridge, MA: MIT Press

HOMEWORK POLICY:

The homework policy is as follows:
The expectation is that all homework will be turned in on the due date. We understand that there may be extenuating circumstances that preclude this. In order to get any type of extension, you

must communicate with the faculty member one week in advance of the due date. You will be permitted one extension during the semester. Note that without an advance approval, for every day an assignment is late, your grade will drop one +/-. After one week, the assignment will not be accepted.

COMMUNICATION POLICY:

All communication is done through your FIT email. Please make sure that you can log into your email. All documents for this course are posted on the Blackboard website. **The syllabus will be posted 3 days prior to the first class session on September 2nd.**

CLASSROOM POLICIES:

1. No food or drink is allowed in the classroom at any time
2. No cell phones are allowed
3. No texting
4. No photographing or videoing of lectures unless previously discussed.

DEPARTMENTAL ATTENDANCE POLICY:

3 Absences = 1 Full grade reduction
4 Absences = Failure of class
2 Lateness, early departure and/or extended breaks = 1 absence
Class will start ten minutes after the hour. You will be considered late if you arrive twenty minutes after the hour.

ACADEMIC SKILLS TUTORING CENTER:

If you sense that you are struggling, tutoring is available through the Academic Skills Center. Location: Room A608B / Contact Number 212-217-4080. Please check for office hours.

FIT-ABLE: OFFICE OF DISABILITIES:

If you require disability support services or special accommodations, please contact the FIT_ABLE office. Location: Room A570 / Contact Number 212-217-4090. Email: fitable@fitnyc.edu

STUDENTS RIGHTS AND RESPONSIBILITES:

http://www.fitnyc.edu/3149.asp

Date	Lesson	Assignment
Unit I 9/2 1.1	Introduction to Course. Who are you Online? Your digital footprint.	Set up blog, write blog about your online presence. Examine yourself online--what did you find? Create a list of your online profiles and document how you use them.
Unit I 9/9 1.2	How to craft a successful personal and professional brand in the fashion design or design-related disciplines. Guest speaker: Noam Kostucki	Develop 2 online platforms for personal/professional brand dev. Blog submission
Unit I 9/16 1.3	How to build your online portfolio with Behance. Joan Endres	Behance profile. mypermissions.org Complete LinkedIn & About.me Blog submission about privacy & mypermissions.org
Unit I 9/30 1.4	How to network in an online environment. Emily Miethner Online communities and global citizenship in the fashion design or design-related disciplines.	Blog submission about digital activism. Form collaborative group to research and explore digital activism. Group project due next week
Unit I 10/7 1.5	Online communities and global citizenship in the fashion design or design-related disciplines. (class time to work on group project). Class presentations on digital activism. Issues of equity, gender and marginalization.	Work on group project and present on 3/4
Unit II 10/14 2.6	What is digital research? Developing digital search skills in the fashion design or design-related disciplines. Evernote.	Set up Evernote notebook. Final project. Blog post about initial ideas for final project.
Unit II 10/21 2.7	Google power search. Tips and strategies for effective search. Duckduckgo & google scholar	Blogpost about online research using Edupunk DIY Guide to online research
Unit II 10/28 2.8	Copyright and fair use policies and practices. Open resources, remixing, and mashups.	Find two example of re-mix & post to Google+ Write a blogpost about your understanding from the reading and the examples you found about remix. Things to keep in mind: What are some of the copyright issues in remix?
Unit II 11/4 2.9	Understanding and harnessing the information stream. What is critical consumption? Netvibes. Citation.	Set up account for RSS aggregator (Netvibles).

Unit II 11/11 2.10	Understanding curation. How to critically collect and assess online content in the fashion design or design-related disciplines.	Set up curation account (Pinterest). Blog submission.
Unit II 11/18 2.11	Online Publishing: blogs and microblogs in the fashion design or design-related disciplines.	Create mashup. Blog submission. Blog about 3 people who you are following.
Unit III 11/25 3.12	The Maker Movement: DIY culture, making, creating and designing.	Blogpost about the maker movement.
Unit III 12/2 3.13	FabLabs and the new era of manufacturing and design. 3D design in the fashion and fashion related industries.	3 Designers/artists that are exploring new technologies in their work. Blog submission.
Unit III 12/9 3.14	Wearable and embeddable technology. The relationship between technology and fashion.	Work on final presentation. Blog submission.
Unit III 12/16 3.15	Final Presentations	Final reflection blogpost.