DES 303: Advanced Digital Design
Units: 2
Fall 2025 Wednesday | 3-5:40pm

Location: HAR112D

Instructor: Ginamahre Fulton
Office: Available via Zoom or in-person upon request
Office Hours: Monday 5pm-6pm
Contact Info: gfulton@usc.edu

IT Help:
Email preferred | Roski Tech operates between main campus and Mateo
Michael Shroads, Arts Laboratory Technician II
shroads@usc.edu | 213 740 3328

Nikhil Murthy, Lab Tech Lead
nmurthy@usc.edu | 213 740 8804

Course Description
DES 303 Advanced Digital Design is a workshop-based course that focuses on software applications in design and web design. Students seeking to extend their art and/or design practice to include the web as both a stage and a medium will gain valuable experience through this course to integrate visual design, information design, interaction design, and creative coding. This course is focused on the advanced exploration of digital processes for art and design, with a focus on interactivity, motion, and sound.

Learning Objectives
Students learn methods and tools to design, develop, and publish content and web experiences, working in collaborative and individual approaches designed to stimulate both critical and creative practice. This course surveys and applies approaches of making art, developing web-based presentation, and communicating information via the Internet by exploring methods, software, tools, and technologies including HTML5, CSS3, JavaScript, PHP, virtual reality, and augmented reality. Focuses on the application HTML/CSS, wireframing, and UI/UX principles to create user-centered digital experiences. Integration of motion graphics, music, and sound effects into screen-based and physical environments.

Prerequisite(s): 203
Co-Requisite(s): N/A
Concurrent Enrollment: N/A
Recommended Preparation: N/A

Course Notes
This course is letter graded. Resources such as readings and class lectures will be available through the course Google Drive and Brightspace. Students are encouraged to familiarize themselves with essential design terms related to area of study through suggested readings and multimedia resources.

Technological Proficiency and Hardware/Software Required

Laptop computer with sufficient GPU, Processor, and RAM power (ex: NVIDIA GeForce RTX 4050 intel i5 processor, 16gb RAM)
Computer Mouse

Adobe Creative Suite
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign

(The Adobe creative suite is provided to you for free through your USC email)

Blender (in relation to Adobe Illustrator)
OPTIONAL: Drawing Tablet w/ Pen

Color printer available:
Galen Media Lab (Harris Hall Lab 220C, 213-821-3899)
- Mon-Thur 9am - 5pm

USC Computing Center Laptop Loaner Program
USC Technology Support Links
Zoom information for students
Brightspace help for students
Software available to USC Campus

Required Readings and Supplementary Materials

Sketchbook and pencil for drafting

Description and Assessment of Assignments

Projects will cover essential programs utilized in the development of web-based design and animation techniques. Students will be challenged to transform their work into interactive components within their own personal web page.

Participation

Participation within this course refers to student engagement during class discussion and critique. Students must provide feedback to their peers during project critique and submit in-class work to earn full credit for participation.

Grading Breakdown

Assessment Tool (assignments)	Points	% of Grade
Project Check-ins	5	5%
In-class Assignments	10	10%
Project 1A: Layering and Masking	10	10%
Project 1B: Visual Grammer	15	15%
Project 2A: Blockbuster	15	15%
Project 2B: UI/UX Design in Figma	15	15%
Project 3A: Final Zine Project	15	15%
TOTAL	100	100%

Grading Scale

Letter grade	Corresponding numerical point range
A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Assignment Submission Policy

Assignments for this course will be due at the start of class. Work submitted by 11:59pm of its initial due date will be accepted with a 5% deduction from the overall project grade. Core assignments such as projects presented with critique requires proper documentation for full completion of the assignment.

Grading Timeline

The gradebook for this course will be updated regularly throughout the semester after each core assignment. Grades can be found in our course dashboard in Brightspace. Students may also reach out to the instructor for gradebook reviews and feedback on individual projects.

Attendance

Regular attendance of this course during our allotted class time is expected. Attendance in all class meetings is a basic responsibility of every USC student. Through proper attendance, students will be able to contribute to class discussion, group projects, and field research assignments. Conflicting course schedules that imped a student's ability to attend class during our scheduled time is not allowed. Extended absences could affect project grades as it affects the course timeline and learning structure, late submission and missed critique. Attendance exceptions and scheduled absences can be made with proper documentation.

3 tardies = 1 absence. Attendance is taken at the beginning of each class. Please check in with the instructor at the end of class if tardy to ensue your attendance in the gradebook.

Classroom norms

Students are encouraged or ask questions during course lectures and presentations. Students should also use the resources provided in class to further build upon their own design concepts and coursework. Assignments for this course will be submitted through Brightspace and Google Drive for larger files.

Zoom etiquette

If a class is being hosted via Zoom, students are expected to join the meeting during the scheduled class time for proper attendance. Students should also have their cameras on during class discussion as well as muting their microphones unless providing feedback or questions. If a student is unable to keep their camera on during the synchronous Zoom session, please contact the instructor prior to the class session.

Academic Integrity

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is contrary to this fundamental mission and includes any act of dishonesty in the submission of academic work (either in draft or final form), as well as cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to

gain an unfair academic advantage. Students are expected to uphold the highest standards of academic integrity in all coursework.

This course follows the expectations for academic integrity as stated in the USC Student Handbook. All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. Students may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of academic misconduct will be reported to the Office of Academic Integrity.

Academic dishonesty has a far-reaching impact and is considered a serious offense against the university. Violations will result in a grade penalty, such as a failing grade on the assignment or in the course, and disciplinary action from the university, such as suspension or expulsion.

For more information about academic integrity see the Student Handbook, the Office of Academic Integrity's website, and university policies on Research and Scholarship Misconduct.

Please ask your instructor if you are unsure what constitutes unauthorized assistance on an exam or assignment or what information requires citation and/or attribution.

Policy for the use of AI Generation
This course aims to develop creative, analytical, and critical thinking skills. Therefore, all assignments should be prepared by the student working individually or in groups. Students may not have another person or entity complete any substantive portion of the assignment. Developing strong competencies in these areas will prepare you for a competitive workplace. Therefore, using AI-generated text, code, or other content is prohibited in this course. If found responsible for an academic violation, students may be assigned university outcomes, and grade penalties, such as an "F" grade on the assignment, exam, or in the course.

Course Content Distribution and Synchronous Session Recordings Policies
USC has policies that prohibit recording and distribution of any synchronous and asynchronous course content outside of the learning environment.

Recording a university class without the express permission of the instructor and announcement to the class, or unless conducted pursuant to an Office of Student Accessibility Services (OSAS) accommodation. Recording can inhibit free discussion in the future, and thus infringe on the academic freedom of other students as well as the instructor. (Living our Unifying Values: The USC Student Handbook, page 13).

Distribution or use of notes, recordings, exams, or other intellectual property, based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study is prohibited. This includes but is not limited to providing materials for distribution by services publishing course materials. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relation to the class, whether obtained in class, via email, on the internet, or via any other media. Distributing course material without the instructor's permission will be presumed to be an intentional act to facilitate or enable academic dishonesty and is strictly prohibited. (Living our Unifying Values: The USC Student Handbook, page 13).

Course Evaluations
Course evaluation occurs at the end of the semester university-wide. It is an important review of students' experience in the class. Course evaluation aid in improving class structure as well as provide an opportunity for students to provide their perspective on the learning material, grading style, and subjectivity. All students are encouraged to complete the course evaluations at the end of the semester via link sent through your university email address.

Course Schedule

	Topics/Daily Activities	Readings/Preparation	Deliverables
Week 1	Course Overview (what will we learn this semester?) use of HTML and CSS in web design	Downloading VS Code and creating our class folder named "My Website" Logging into CyberDuck FTP (File Transfer Protocol)	Homework Example: Ascii Art
Week 2	Introduction to HTML5 and WEBGL Breaking down the world's most dominant web design pattern Design for the web's major eras	Students will create a design campaign using our community as the backdrop. During this class, students will be working outside the classroom to gather imagery for their project.	
Week 3	CSS Animation Lecture	Introduction to coding HTML5 Introduction to coding CSS One-page scroller layout	
Week 4	Designing experiences with web media assets	Introduction to coding HTML5 Introduction to coding CSS	One-page scroller- In Class Assignment
Week 5	Designing for the web: A survey of approaches	Image animation, transparency and basic image compositing Web media asset for motion: MP4 Web media asset for audio: MP3 Designing links on media assets	Interactive web graphics production Video embed layout Audio embed layout Speakerphone web app design.
Week 6	Interactive web design essentials Exercise Brief	Working with JavaScript libraries HTML form design Defining viewport for RWD CSS stylesheet methods for RWD	The dimensions of the work must be responsive to the browser window (i.e. they should not be composed with fixed-width wrappers) and all of the elements on the page should be interactive with a background-color change in response to the user's hover.
Week 7	**JavaScript animation tools and web resources**	Complete lecture underlining the structure of JavaScript in web design applications.	Review GSAP and ThreeJS
Week 8	3D modelling and web-based rendering Introduction to Three.js	Using open-source 3D resources, we will discuss the integration of 3D models into our web design practice using Three.js	Responsive redesign Responsive layout studies

	Topics/Daily Activities	Readings/Preparation	Deliverables
Week 9	-3D animation continued: Review the essential coding requirements of hosting your 3D animations on digital spaces	Touch Designer Overview	Review videos o Touch Designer essentials for next project
Week 10	- Web genres and Collaborative design	Students will develop their understanding of the Figma interface by creating their own mobile applications. -React lecture	Create Artboard in Figma for the UX Design project.
Week 11	- Web design for Augmented Reality (AR)	Review new tools available for scanning live models in real time using our cell phones.	
Week 12	Review final project Requirements	Project #3: "Web Portfolio" (20 points) Due Finals Week Design Brief Design a website to showcase your web design portfolio	Reading: TBD
Week 13	-Final Project: Web Portfolio	Project #3: Design a website to showcase your web design portfolio (feel free to use this website as a showcase for projects from other classes, as well, such as graphic design, fine art, photography, music, etc.)	Development the concept for the final web portfolio project.
Week 14	-Final Project Studio Workday -Sharing Concepts and inspirations -Test printing	Students will finalize the concepts for the final project.	Prepare one paragraph summary of final zine concept.
Week 15	**Final portfolio check-in and class review**	**Final portfolio check-in and class review**	**Final portfolio check-in and class review**
FINAL	**- Design lab Your final project website must be uploaded at the beginning of your scheduled final exam. Late submissions will not be accepted.**	**Students must have final zine printed at the start of class.**	Refer to the final exam schedule in the USC *Schedule of Classes* at classes.usc.edu.

Statement on University Academic and Support Systems

Students and Disability Accommodations:
USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Student Financial Aid and Satisfactory Academic Progress:
To be eligible for certain kinds of financial aid, students are required to maintain Satisfactory Academic Progress (SAP) toward their degree objectives. Visit the Financial Aid Office webpage for undergraduate- and graduate-level SAP eligibility requirements and the appeals process.

Support Systems:
Counseling and Mental Health - *(213) 740-9355 – 24/7 on call*
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

988 Suicide and Crisis Lifeline - *988 for both calls and text messages – 24/7 on call*
The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline consists of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

CARE-SC: Confidential Advocacy, Resources, and Education Support Center - *(213) 740-9355(WELL) – 24/7/365 on call.*
Confidential advocates, prevention educators, and professional counseling teams work to promote a universal culture of consent, and prevent and respond to gender- and power-based harm. Services available to all USC students at no cost.

Office of Civil Rights Compliance - *(213) 740-5086*
Information about how to get help or help someone affected by harassment, discrimination, retaliation on the basis of a protected characteristic, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

USC Report & Response - (213) 740-2500
The USC Report & Response website is the university's central reporting portal for concerns arising in the academic space or workplace. All concerns will be assessed and referred to the appropriate university office for resolution. Any questions about USC Report & Response or reporting, in general, can be referred to the Office of Professionalism and Ethics at ope@usc.edu.

The Office of Student Accessibility Services (OSAS) - *(213) 740-0776*
OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - *(213) 740-0411*

Focuses on student success by assisting students in navigating and resolving complex issues through problem solving, presenting options, and connecting to resources.

USC Emergency Information
Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety
For 24 hour emergency assistance or to report a crime: UPC: (213) 740-4321, HSC: (323)-442-1000.
For 24 hour non-emergency assistance or information: UPC: (213) 740-6000, HSC: 323-442-1200.

Office of the Ombuds - *(213) 821-9556 (UPC) / (323-442-0382 (HSC)*
A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - *(323) 442-2850 or* otfp@med.usc.edu
Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.