



# MS-SDM Primer for Integrative Studio 1 (Spring 2016)

Dear Students,

Since we have a mix of business students and design students we realize that not everyone is on the same level with their graphic skills. Therefore we prepared this primer with some helpful resources for those of you who would like to enhance their graphic design skills during the break. We also added a couple of resources on design thinking to help prepare your mindset along with your skills.

We have also developed a series of hands-on intensive Adobe Illustrator and Adobe InDesign bootcamps targeting specifically the needs that you will have for studio 1. We will be offering them during the week before the semester starts (January 19-23) as well as during the first week of the semester. We hope these opportunities will help you succeed in the studio!

There are other resources available on campus throughout the year for free or for reduced costs, keep an eye out for them through SDS, in addition to those available online such as Skillshare and General Assembly.

## Watch

<http://designthinkingmovie.com/>

<https://vimeo.com/31678404>

<http://www.pbs.org/independentlens/helvetica/film.html>

## Read

- Idris Mootee, Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School

[http://www.amazon.com/Design-Thinking-Strategic-Innovation-Business/dp/1118620127/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1448657657&sr=1-1&keywords=idris+mootee](http://www.amazon.com/Design-Thinking-Strategic-Innovation-Business/dp/1118620127/ref=sr_1_1?s=books&ie=UTF8&qid=1448657657&sr=1-1&keywords=idris+mootee)

- Through New School Online Library download:

<http://site.ebrary.com.libproxy.newschool.edu/lib/newschool/detail.action?docID=10747427>

## Adobe Skills: Lynda Tutorials

Lynda.com is free through the New School Library Online Portal

<https://www.lyndacom.libproxy.newschool.edu/Login/>

## General Adobe Illustrator for Business Professionals

This series is good for you to work on your portfolio, resume, presentations to make personas, journey maps and other visualizations

<http://www.lynda.com/Illustrator-tutorials/Graphic-Design-Business-Professionals/145210-2.html>

## Adobe InDesign

- Making a template for an Ebook or white paper

<http://www.lynda.com/InDesign-tutorials/Making-simple-template/374188/437016-4.html>

- InDesign for E-Publishing

<http://www.lynda.com/InDesign-tutorials/What-InDesign/120609/137477-4.html>

<http://www.lynda.com/InDesign-tutorials/InDesign-CC-Essential-Training-2013/120609-2.html?srchtrk=index:1%0Alinktypeid:2%0Aq:Indesign%2Bportfolio%2Btemplates%0Apage:1%0As:relevance%0Aa:true%0Aproductypeid:2>

## Online Visualization Tools

<https://mural.ly/>

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

<http://piktochart.com/>