

Course Syllabus

Course Number:	TBA
Course Title:	Design Fundamentals
Course Description:	This introductory course will explore the principles of design and develop the creative process. Design elements and relationships will be identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design will be presented as a tool of communication.
Course Prerequisites:	None
Class Meeting:	TBA
Session/Year:	TBA
Instructor Name:	Mark Watkins
Contact Information:	mark@urbaninteractive.us
Availability Out of Class:	TBA
Course Length:	11 Weeks
Credit Values:	3.0

Quarter Credit Hour Definition

To be provided.

- (1) TBA
- (2) TBA

Learning Objectives

Upon successful completion of this course, the student should be able to:

- (1) Demonstrate craftsmanship (organization, neatness, precision). Exhibit solutions in a finished manner.
- (2) Develop, analyze, and refine creative concepts from initial idea as thumbnail sketches to final product. Create a design solution that communicates concept.
- (3) Utilize basic terminology and concepts of design and media. Apply basic design skills.
- (4) Initiate creative solutions to graphic design challenges utilizing fundamental design principles. Utilize the fundamentals of color, typography, and composition in developing page layouts.
- (5) Recommend and apply creative typographic solutions to design problems. Recommend appropriate typefaces, leading, kerning, and style for various usages.
- (6) Apply time management skills to the development and production of projects. Apply, prioritize, and sequence tasks.
- (7) Define and apply design terminology according to industry standard. Using acquired vocabulary, identify opportunities for improvement.
- (8) Critique and evaluate design solutions. Develop and use critical thinking in the design process.

Instructional Materials and References

Design Basics, 8th Ed (2011). Lauer & Pentak. VitalBook file.

Materials and Supplies

- All-Purpose Chipboard, single ply
- Delta Sobo Craft and Fabric Glue
- Thin drawing pens - Copic, Faber-Castell, Sakura Microns, even Bic is okay
- Strathmore 400 Series Recycled Toned Sketch Wirebound Journal

Assessment Criteria and Method for Evaluating Students

Grading Scale

All assignments will have clear criteria and objectives. All students shall be treated equitably. It will be that student's right to know his/her grade at any reasonable point when requested by that student. The criteria for determining a student's grade shall be as follows (on a percentage of total points basis):

A	100-93	C	76-73
A-	92-90	C-	72-70
B+	89-87	D+	69-67
B	86-83	D	66-65
B-	82-80	F	below 65
C+	79-77		

Process for Evaluation

Grades are based purely on completion, rather than artistic merit.

Assignment	Points Available	Number given	Totals	Percentage Final Grade
In-Class Activities	10	8	80	20%
Homework	20	13	260	60%
Professionalism	40	2	80	20%
Total			420	

Classroom Policies

- Food and drink are not allowed in any computer lab.
- No texting or social media. No Google unless it's for an assignment. No headphones during instruction.

Makeup and Late Work: TBA

Course Calendar Outline

Section 1 Design using a Concept Artist's skillset: rapid visualization, thumbnailing, freehand sketching, reference collection, study model making, secret ingredient: Story

Week 1 Topics: Careers, Design Process, Final Projects, Research, "what's good design?"

Exercises: photo collage in Photoshop, "2 Letters, 1 Color, 1 Emotion"

Assignment: find 9 photo references

Examples: "My Career" by Noah Bradley, "Gosh" by Jamie xx, Raiders of the Lost Ark opening sequence

Reading: Design Basics, Ch. 1 Design Process

Week 2 Topics: Design Approaches, Mind Maps, MacGuffins, atmospheric perspective, CARP

Exercises: Photoshop 101, layering

Examples: Graffiti, Alfred Hitchcock's Notorious, Harry Potter concept art, "Tournament Announcement" from Harry Potter and the Goblet of Fire

Reading: *Design Basics*, Ch. 2: Unity

Reading: *Design Basics*, Ch. 12: Value

- Week 3 Topic: Drawing Line and Shape
Exercises: tablets and pens, drawing a hand, scribbling, "graffiti making"
Examples: Contact opening sequence, sketches of Mark Molnar, "Guess the Pixar movie from the concept art"
Reading: *Design Basics*, Ch. 7 Line
Reading: *Design Basics*, Ch. 11 Illusion of Motion
- Section 2 Design using a Graphic Designer's skillset: icons, iconography, pictograms, maps, hieroglyphics, then typography
- Week 4 Topic: Logos, Iconography, Signs, Diagrams
Exercises: Origami-making, Illustrator 101
Examples: "The Way Things Go", Helvetica Massimo Vignelli interview, redesigning the NYC Subway Map, Isotype Principles
Reading: *Design Basics*, Ch. 8 Shape
- Week 5 Topic: Maps and mapping
Exercises: Shape making, shape breaking, the pen tool, scavenger hunt, make a treasure map
Examples: Movie maps, Helvetica, Star Wars, David Carson
Reading: *Design Basics*, Ch. 6 Rhythm
Reading: *Design Basics*, Ch. 9 Pattern and Texture
- Week 6 Topic: Typography
Exercises: Anatomy of a letterform, sGraffiti, negative space
Examples: Helvetica, the magazine covers and spreads of Nova, Arena, Neville Brody, Future Music (grimes article), Vogue, the typography of Lissitzky, Studio Boggeri, Brodovitch, Typographia, Colors of Benetton, The Face, Raygun
Reading: *Design Basics*, Ch. 10 Illusion of Space
- Section 3 Design using an Architect's skillset: sketching nature, constructed obliques, constructed perspectives
- Week 7 Topic: Value and landscape
Exercises: Aerial perspective, value scale, 4 value combos, rule of thirds, thumbnailing, asymmetry, designing a path and a landscape
Examples: Noah Bradley's Photoshop brushes, Mark Molnar part 2, Frank Lloyd Wright
Reading: *Design Basics*, Ch. 10 Illusion of Space
Assignments: Map your routes, design a house, study models
- Week 8 Topic: Parallel Projection
Reading: *Design Basics*, Ch. 10 Illusion of Space
- Week 9 Topic: Perspective 1: Two Point
Reading: *Design Basics*, Ch. 10 Illusion of Space
- Week 10 Topic: Perspective 2: Three Point

Reading: *Design Basics*, Ch. 3 Emphasis and Focal Point

Reading: *Design Basics*, Ch. 4 Scale and Proportion

Reading: *Design Basics*, Ch. 5 Balance

Week 11 Final Projects