

Course Syllabus

Course Number:	TBA
Course Title:	Design Fundamentals
Course Description:	This introductory course will explore the principles of design, and introduce 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

Week 1	Topics: Careers, Design Process, Final Projects, Research Examples: Raiders of the Lost Ark Reading: <i>Design Basics</i> , Ch. 1 Design Process
Week 2	Topic: Design Approaches Examples: Graffiti, Alfred Hitchcock, Harry Potter Reading: <i>Design Basics</i> , Ch. 2: Unity Reading: <i>Design Basics</i> , Ch. 12: Value
Week 3	Topic: Drawing Line and Shape Examples: Pixar, Mark Molnar Reading: <i>Design Basics</i> , Ch. 7 Line Reading: <i>Design Basics</i> , Ch. 11 Illusion of Motion

- Week 4 Topic: Iconography
Examples: Star Wars, Contact
Reading: *Design Basics*, Ch. 8 Shape
- Week 5 Topic: Typography
Examples: Helvetica, Star Wars, David Carson
Reading: *Design Basics*, Ch. 6 Rhythm
Reading: *Design Basics*, Ch. 9 Pattern and Texture
- Week 6 Topic: Parallel Projection
Examples: Ethan Hunt, Will Eisner, Jim Steranko
Reading: *Design Basics*, Ch. 10 Illusion of Space
- Week 7 Topic: Perspective 1
Examples: Paulo Rivera, Syd Mead
Reading: *Design Basics*, Ch. 10 Illusion of Space
- Week 8 Topic: Perspective 2
Reading: *Design Basics*, Ch. 3 Emphasis and Focal Point
Reading: *Design Basics*, Ch. 4 Scale and Proportion
Reading: *Design Basics*, Ch. 5 Balance
- Week 9 Topics: Illustration, Concept Art
Examples: Pixar, Nathan Fowkes, Justin Sweet
Reading: *Design Basics*, Ch. 12 Color
- Week 10 Final Projects
- Week 11 Final Projects