DSGN 121
Creative Thinking for Designers I

Fall Term 2013 » 3 credits » No prerequisites » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

Readings from:

Millman, Debbie. *How To Think Like A Great Graphic Designer.* New York, Allworth Press, 2007.

Bergstrom, Bo. *Essentials of Visual Communication.* UK: Laurence King Publishing. 2008.

Recommended Texts

Young, James Webb. *A Technique for Producing Ideas.* New York: McGraw-Hill, 2003.

Arden, Paul. *It's Not How Good You Are, It's How Good You Want To Be.* London, Phaidon Press, 2003.

Arden, Paul. *Whatever You Think, Think The Opposite.* New York, Portfolio, 2006.

Supplies

Sketchbook, no bigger than 8.5 x 11 inches.

COURSE DESCRIPTION

In this course, students explore methods of thinking both creatively and critically about design problems. Students are introduced to design thinking, design process/methodology, topics in visual perception, and ways to construct visual material to communicate meaning. Students work individually and collaboratively to solve design problems using visual communication strategies.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to:

• employ a variety of techniques to think creatively;

• identify personal creative strengths;

• examine and describe simple design problems;

• implement basic design methodology to solve design problems; and

• make short, illustrated presentations.

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Weekly Schedule

WEEK 1

Defining creativity and creative thinking.
Creativity warm–up exercise and in–class assignment #1.

WEEK 2

Brainstorming techniques: how to generate and record volumes of ideas.
Creativity warm–up exercise and in–class assignment #2.
Overview of presentation techniques: best practices.
Project 1 assigned: contemporary designer presentation. Ten teams of 3. Various due dates.

WEEK 3

Completing a creative self–analysis.
Creativity warm–up exercise and in–class assignment #3.
Project 2 assigned: creative evaluation (two parts). Due weeks 12 and 13.

WEEK 4

Gestalt theory and the role of illusion in design and advertising.
Creativity warm–up exercise and in–class assignment #4.
Project 3 assigned: using illusion to communicate an idea. Due week 7.

WEEK 5

Project 1: team 1 presentation.
Interim feedback on project 3.
Creativity warm–up exercise and in–class assignment #5.
Further techniques for producing ideas.

WEEK 6

Project 1: team 2 presentation.
Interim feedback on project 3.
Creativity warm–up exercise and in–class assignment #6.

WEEK 7

Project 1: team 3 presentation.
Project 3 due.
Creativity warm–up exercise and in–class assignment #7.

WEEK 8

Project 1: team 4 presentation.
Defining design thinking and design process.
Techniques for communicating via connection, reduction and abstraction.
Project 4 assigned, due week 11.

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Weekly Schedule continued

WEEK 9

Project 1: team 5 presentation.
Interim feedback on project 4.
Design theory: an overview of semiotics.

WEEK 10

Project 1: team 6 presentation.
Interim feedback on project 4.
Idea generation workshop: in-class collaborative assignments.

WEEK 11

Project 1: team 7 presentation.
Project 4 due.
Conceptual, visual and textual structures in communication.

WEEK 12

Project 1: team 8 presentation.
Project 2 part (a) due.
Visual analysis: what is good design?

WEEK 13

Project 1: team 9 presentation.
Project 2 part (b) due. Presentation and critique.
Visual perception and how it informs design decisions.

WEEK 14

Project 1: team 10 presentation.
Review of presentation techniques: best practices.

WEEK 15

Review and Quiz.

EVALUATION PROFILE

Project 1	10%
Project 2	20%
Project 3	20%
Project 4	25%
Quiz	10%
Participation (includes in-class assignments)	15%
Term total	100%

GRADING PROFILE

Excellent **A+** 90–100 **A** 85–89 **A-** 80–84

Good **B+** 77–79 **B** 73–76 **B-** 70–72

Satisfactory **C+** 67–69 **C** 63–66 **C-** 60–62

Minimal Pass **D** 50–59

Fail **F** 0–49

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Learning Outcomes and Operational Details

Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.

- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.

- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.

- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.

- Enter the field as visual communication professionals.

- Apply visual communication expertise for societal and environmental benefit.

- Work collaboratively with other disciplines in business, industry, and the broader community.

- Recognize the importance of life-long learning and responsiveness to change.

ATTENDANCE /PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

PUNCTUALITY /PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

MISSED EXAMS AND QUIZZES

Missed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

CHEATING /PLAGIARISM

Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

CONTINUATION IN THE PROGRAM

Students must maintain a 2.67 (B-) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

COMPUTER COURSE REQUIREMENTS /POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.

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