SCHOOL OF DESIGN **IDEA**

DSGN 121
Creative Thinking for Designers I

Fall Term 2015 » 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.

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.

AdamsMorioka (Ed). *Colour Design Workbook: A Real-World Guide to Using Colour in Graphic Design.* Massachusetts, Rockport, 2008.

Lupton, E. and Jennifer Cole Phillips. *Graphic Design: The New Basics.* New York, Princeton Architectural Press, 2008.

Hardy, Gareth. *Smashing Logo Design, the Art of Creating Visual Identities.* Chichester, West Sussex, U.K.: Wiley, 2011.

COURSE DESCRIPTION

This course begins with an exploration of the principles of colour and design, and examines methods of thinking both creatively and critically about design problems. Students are introduced to 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:

• use basic design principles and colour theory in their work;

• employ a variety of techniques for thinking creatively;

• apply divergent and convergent thinking appropriately;

• identify personal creative strengths;

• write a simple creative brief and project rationale; and

• implement basic design methodology and design process in their work.

SCHOOL
OF DESIGN **IDEA**

DSGN 121
Creative Thinking for Designers I

Weekly Schedule

A number of creativity assignments will be given in class and should be completed as homework. Results will be discussed the following week.

WEEK 1

Orientation.

WEEK 2

Introduction to creativity and creative thinking.
Overview of the elements and principles of design.
The colour wheel: subtractive colour.
Project 1 assigned: Creative Thinking Binder (containing all in-class assignments and one "brilliant idea"). *Due week 13.*
Project 2 assigned: Personal Creative Evaluation (two parts). *Due weeks 10 and 14.*
Preparation for project 3 (drawing).

WEEK 3

Project 3 assigned: Sixty Four Interpretations. *Due week 8.*
Working with gouache.
Brainstorming techniques: how to generate and record volumes of ideas.
Techniques for enhancing creativity and producing ideas.
Project 4 assigned: Designers' Creative Process. Teams of 3. *Various due dates.*
Expectations for project 4 presentations and overview of presentation techniques.

WEEK 4

In-class work on project 3.
Combining ideas and making associations. Six characteristics of creative thinking.

WEEK 5

In-class work on project 3.
Divergent and convergent thinking.

WEEK 6

In-class work on project 3.
Project 4: teams 1 and 2 presentations.

WEEK 7

Quiz: Colour Theory and Design Principles.
Other colour models: print and screen. HSV, RGB, CMYK, Pantone.
Project 4: teams 3 and 4 presentations.

WEEK 8

★★ Project 3 (Sixty Four Interpretations) due.
Design process: brief, research, thumbnailing, refinement, presentation, rationalization.
Writing a creative brief and a rationale.
Ockham's Razor, KISS, and techniques for communicating via reduction and abstraction.
Gestalt theory.
Project 4: teams 5 and 6 presentations.
Project 5 assigned: Logo. *Due week 11.*

CAPILANO
U N I V E R S I T Y

SCHOOL
OF DESIGN **IDEA**

DSGN 121
Creative Thinking for Designers I

Weekly Schedule continued

WEEK 9

Project 5 (logo) feedback.
Project 4: teams 7 and 8 presentations.

WEEK 10

★★ Project 2 (Personal Creative Evaluation part 1) due – hand in.
Project 5 (logo) feedback.
Project 4: teams 9 and 10 presentations.
The role of illusion in design, illustration, and advertising.

WEEK 11

★★ Project 5 (Logo) due. Critique.
Presentation of "brilliant idea" – 15 students.

WEEK 12

Presentation of "brilliant idea" – 15 students.
Feedback on creative briefs and rationales.

WEEK 13

★★ Project 1 (Creative Thinking Binder) due – hand in.
Zen Makerspace field trip.

WEEK 14

★★ Project 2 (Personal Creative Evaluation part 2) due – all students present.

WEEK 15

IDEA Quiz.

EVALUATION PROFILE

Project 1: Creative Thinking Binder	20%
Project 2: Personal Creative Evaluation (part 1)	5%
Project 2: Personal Creative Evaluation (part 2)	10%
Project 3: Sixty Four Interpretations	15%
Quiz: Colour Theory and Design Principles	10%
Project 4: Designers' Creative Process (group mark)	10%
Project 5: Logo	15%
Participation:	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

CAPILANO
U N I V E R S I T Y

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. If the instructor uses a different late assignment policy, this will be printed on the course outline.

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

Students should familiarize themselves with the University policy *Cheating and Plagiarism.* Such behaviour can result in suspension from the University. See *University Policies* below.

INCOMPLETE GRADES

If a student believes an exceptional circumstance prevents course completion in the assigned timeframe, he/she may petition the instructor for an incomplete or "I" grade prior to the project due date. It is the student's responsibility to determine from the intructor what must be done to complete the course. If an "Incomplete" is not cleared within four months, the grade will reflect the uncompleted work. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

CONTINUATION IN THE PROGRAM

Students must maintain a 2.33 (C+) 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.

CAPILANO
U N I V E R S I T Y