

DSGN 121

Design Fundamentals

Fall Term 2017 » 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

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

Lidwell, William, K. Holden and J. Butler. *Universal Principles of Design (Revised and Updated)*. Massachusetts: Rockport Publishers, 2010.

COURSE DESCRIPTION

This course introduces design as a practice that addresses cultural and social issues by informing, persuading, and enlightening. Students are introduced to the basic visual components that create form and meaning, a variety of methods of visual organization, and appropriate use of colour in communication design. The course also examines the roles of research and theory in design, and how design methodology is based in problem-solving and iteration.

COURSE STUDENT LEARNING OUTCOMES

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

- describe the role and responsibilities of a designer;
- implement principles of design and design methodology in their work;
- use colour theory to create appropriate meaning and identity;
- apply gestalt and other design theories to visual organization;
- identify terms describing typographic anatomy; and
- write a simple creative brief and project rationale

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Weekly Schedule

WEEK 1

Lecture: Understanding Design as a Discipline; the Role of the Designer.
 Introduction to the elements of design: line, shape, texture, volume/form, value/tonne.
 In-class exploration of design elements.
Project 1 assigned: Design elements. *Due week 3.*

WEEK 2

In-class work on Project 1.
Project 2 assigned: Designers' Creative Process. Teams of 3. *Various due dates.*
 Expectations for team presentations and overview of presentation techniques.

WEEK 3

Project 1 due: critique.
 Lecture: Colour theory for designers – subtractive colour.
 Introduction to the colour wheel.
Project 3a assigned: Colour theory applied to image 1. *Due week 4.*
 Working with gouache.

WEEK 4

In-class work on Project 3a.
 Project 3a due 2:00 p.m: critique.
Project 3b assigned: Colour theory applied to image 2. *Due week 6.*

WEEK 5

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

WEEK 6

Project 3b due: critique.
 Lecture: Colour theory for designers – other colour models e.g. HSV, RGB, CMYK, Pantone.
 In-class colour bar exercise.
 Project 2: teams 3 and 4 presentations.

WEEK 7

Introduction to the principles of design, e.g. scale, balance, rhythm, emphasis, unity.
 Gestalt theory and some design "rules."
 Techniques for communicating via reduction and abstraction.
Project 4 assigned: Logo design. *Due week 10.*
 Project 2: teams 5 and 6 presentations.

WEEK 8

In-class work on Project 4: feedback.
 Lecture: Typographic Anatomy and Typographic Terminology.
Project 5 assigned: "Brilliant Ideas in Advertising" research. *Due week 14.*
 Project 2: teams 7 and 8 presentations.

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Weekly Schedule continued

WEEK 9

In-class work on Project 4: feedback.
 Lecture: Design Process/Methodology (stages, including research, creative briefs and rationales).
 Project 2: teams 9 and 10 presentations.

WEEK 10

Project 4 due: critique.
 Zen Makerspace field trip.
Project 6 assigned: Two design problems. *Due week 15.*

WEEKS 11 – 13

In-class work on Project 6: group and individual feedback.

WEEK 14

Project 5 due: student presentations.

WEEK 15

Project 6 due: critique.

EVALUATION PROFILE

Project 1: Design Elements	5%
Project 2: Designers' Creative Process (group mark)	10%
Project 3a: Colour Theory I	10%
Project 3b: Colour Theory II	15%
Project 4: Logo Design	20%
Project 5: Brilliant Ideas in Advertising – Presentation	5%
Project 6: Two Design Problems	20%
Participation:	15%
Term total	100%

GRADING PROFILE

<i>Excellent</i>	A+ 90–100	A 85–89	A- 80–84
<i>Good</i>	B+ 77–79	B 73–76	B- 70–72
<i>Satisfactory</i>	C+ 67–69	C 63–66	C- 60–62
<i>Minimal Pass</i>	D 50–59		
<i>Fail</i>	F 0–49		

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 instructor 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.

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.