

IDES 141

Survey and Principles of Design 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.

Recommended Texts

Meggs, Philip B. *A History of Graphic Design*, 5th ed. New York: John Wiley, 2012.

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

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

COURSE DESCRIPTION

This course examines graphic design and typography from the Industrial Revolution to the mid-20th century through an integration of history, theory and practice. The course begins with the origins of the professions of design and advertising and ends with mid-century modernism. Applied projects include an exploration of design principles and the use of colour in design.

COURSE STUDENT LEARNING OUTCOMES

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

- describe how social, economic, and political conditions to mid-20th century have contributed to graphic design and advertising;
- identify and reflect on key movements and historical figures and their influence on graphic design and typography up to the mid-20th century;
- demonstrate design principles by applying period styles to design projects; and
- apply colour theory to enhance visual communication.

IDES 141

Survey and Principles of Design I

Weekly Schedule

WEEK 1

History of visual messages.
The invention of writing and alphabets, the Asian contribution, and illuminated manuscripts.
Principles of design: point, line and plane.

WEEK 2

The nature of design: the Golden Mean and Fibonacci numbers.
Project 1 assigned: golden mean applied. Due week 4.

WEEK 3

Typography from 1450 to 1900: an overview.
Typographic terminology and anatomy.

WEEK 4

Project 1 due.
From the industrial age to the conceptual age.
Introduction to Victorian design and the technologies of publishing and image making.
The Great Exhibition (1850).
The beginning of advertising, branding, packaging and trademarks.
Identifying with consumers.
Project 2 assigned: Victorian matchbox. Due week 6.

WEEK 5

The Arts and Crafts Movement, Art Nouveau and the Vienna Secession.
The Asian influence and all things exotic.
The 1889 World's Fair in Paris.
Principles of design: Rhythm, balance, pattern, scale, texture, and colour.

WEEK 6

Project 2 due.
Typography at the turn of the 20th century.
Calligraphy and classical type design.
In-class calligraphic practice.
Project 3 assigned: typographic theme. Due week 8.

WEEK 7

Graphic design for business: Corporate identity for the London Underground.
The inception of professional associations for design: Art Directors Club, Design and Industries Association, The German Werkbund, and Swiss Werkbund.
Principles of design: form and function.

IDES 141

Survey and Principles of Design I

Weekly Schedule continued

WEEK 8

Project 3 due.
Artists as designers: Art and literature as visual communication.
Dada, Futurism, Surrealism, Impressionism and Cubism.
An introduction to colour theory through the colour masters.
Principles of design: framing and hierarchy.
Project 4 assigned: colour theory. Due week 10.

WEEK 9

Pictorial Modernism. Integration of words and images.
Advertising, propaganda, and anarchy.
Expressionism.
Plakstil, Sach plakat, and postcubist pictorial modernism.
Principles of design: figure/ground and the 7 colour contrasts.

WEEK 10

Project 4 due.
Avant-garde.
Modernism in Europe: Russia and the Netherlands.
Dissent and democracy.
Politics and social issues.
De Stijl, Suprematism and Constructivism.
Ring Neuer Werbegestalter (circle of new advertising designers).
Visual literacy: Communicating without words and object semantics.
Project 5 assigned: constructivist poster. Due week 12.

WEEK 11

Bauhaus and the The New Typography.
The masters and their workshops.
Principles of design: contrast of visual and relational elements.

WEEK 12

Project 5 due.
Art Deco in France and America.
Heroes of American Streamline.
Product and advertising design in the 30s and 40s.
Project 6 assigned: art deco applied. Due week 14.

WEEK 13

The birth of information design.
Isotype (picture language), catalogues, and graphic standards.
Principles of design: working with form as visual communication.

IDES 141

Survey and Principles of Design I

Weekly Schedule continued

WEEK 14

Project 6 due.
 Variants of Modernism.
 The Bauhaus and Switzerland, new photography, Italy and Milanese style.
 Course review.

WEEK 15

Exodus to America.
 The 1939 World's Fair.
 Quiz.

EVALUATION PROFILE

Project 1	10%
Project 2	10%
Project 3	15%
Project 4	10%
Project 5	15%
Project 6	10%
Quiz	15%
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.

MISSED EXAMS AND QUIZZES

Misssed 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.