

COURSE SYLLABUS

Course Title:	Design Principles	Date submitted:	Spring 2014 (ACC: 14-23)
Department:	Art		
Curriculum:	Graphic Design		
Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	Course Code: (eg. ACC 101)	GRA*101	Prerequisites: None
	Course Type:	Z	
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio		
	Elective Type:	FA/G/LAS	Corequisites: None
	AH: Art History E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science		
	Credit Hours:	3	
	Developmental: (yes/no)	No	
	Lecture:	2	
	Clinical:	0	
	Lab:	0	
Studio:	2		
Other:	0		
Contact Hours:	TOTAL:	0	
Class Maximum:	20	Other Requirements: None	
Semesters Offered:	F/Sp		
Catalog Course Description:	Introduction to the basic elements of design (line, shape, value, texture, space) and their organization on a two-dimensional surface through the principles of design (balance, unity, emphasis, repetition, rhythm, etc.) into effective design statements. Assignments progress from manipulation of geometric shapes to creation and composition of representational images in the discovery of how design principles apply to the fields of art and design. Primary media are markers and cut paper.		
Topical Outline: List course content in outline format.	1. Overview of design and its relationship to the visual arts and the world around us 2. Overview of the elements and principles of design 3. Design process and problem solving A. Thinking B. Looking C. Doing D. Sketching E. Refining F. Review, analysis, and criticism G. Presentation		

4. In depth exploration of language, elements, and principles of design
 - A. Language
 1. Composition
 2. Picture plane/format/frame of reference
 3. Figure/ground relationship
 4. Visual gestalt
 5. Figurative/representational
 6. Non-representational
 7. Organic
 8. Geometric
 9. Abstraction
 10. Formal
 11. Content
 - B. Principles
 1. Unity
 2. Emphasis
 3. Scale
 4. Balance
 5. Rhythm
 - C. Elements
 1. Line
 2. Shape
 3. Texture
 4. Pattern
 5. Space
 6. Motion
 7. Value
 8. Color
 - D. Image in design
 1. Representation
 2. Abstraction
 3. Graphic reduction
 4. Meaning, form and content
 5. Composition
5. Portfolio presentation

Outcomes:

Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.

Upon successful completion of this course, the student will be able to do the following:
COURSE:

Apply the principles of design. Depending on level of successful completion of the course, students will be able to analyze a visual design problem, develop a concept, and create a well designed and technically accurate design solution that incorporates the principles and elements of design, and related traditional technical processes. In this effort, students will:

1. Identify and apply the principles and elements of design in the creation of visual solutions to art and design problems.
2. Utilize traditional media (ink, marker, and cut paper) and techniques in the successful creation of well crafted design pieces.

3. Create and compose abstract compositions that effectively apply the principles and elements of design as appropriate for the content to be communicated in an art or design piece.
4. Create and compose representational graphic reductions that effectively apply the principles and elements of design as appropriate for the content to be communicated in an art or design piece.
5. Choose and compose photographic images that effectively apply the principles and elements of design as appropriate for the content to be communicated in an art or design piece.
6. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.
7. Effectively communicate an understanding of design concepts, processes, and techniques, using the “language” of design.
8. Present a portfolio of work showing knowledge and application of concepts, processes, and techniques presented during the course.

PROGRAM: *(Numbering reflects Program Outcomes as they appear in the college catalog)*

Depending upon level of successful completion of coursework within the program, students will - at the beginner level:

VISUAL LITERACY AND CREATIVE EXPRESSION

2. Identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems.
3. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

VISUAL COMMUNICATION, CONCEPTUAL AND CRITICAL THINKING

6. Effectively communicate an understanding of design concepts, processes, and techniques using the “language” of design.

PROFESSIONAL PRACTICE

12. Present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and application of the concepts, skills, and techniques presented in courses during the program.

GENERAL EDUCATION: *(Numbering reflects General Education Outcomes as they appear in the college catalog)*

1. **Aesthetic Dimensions** - Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.
 - Demonstrates:** Identifies and describes formal aspects, historical or cultural context, and aesthetic elements of the genre with clarity and appropriate vocabulary.
 - Does Not Demonstrate:** Unable to clearly identify and describe the formal aspects, historical context, and aesthetic elements of the genre.

<p>Evaluation: List how the above outcomes will be assessed.</p>	<p>Assessment will be based on the following criteria: A student’s creative ability, knowledge of design issues, technical skills, quality of execution, and presentation of work as determined through:</p> <ol style="list-style-type: none"> 1. Studio classwork 2. Projects 3. Individual and group critiques/discussions 4. Portfolio review of work completed during the semester 5. Option of quizzes/exams/papers/reports/presentations as determined by the instructor
<p>Instructional Resources: List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p>	<p>Required: Graphic Design studio</p> <ol style="list-style-type: none"> 1. 20 student Macintosh computer workstations with color monitor/digitizing tablets/keyboard/mouse/color flatbed scanners, with current version of Macintosh OS and utility software. 2. Instructor workstation with permanently attached color projection system 3. Computer network (Ethernet 10BaseT min.) with file server setup for student and instructor storage, and print spooling 4. Software used in the course – Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Adobe Flash (current verions) 5. Letter and tabloid size black & white, and color Postscript laser printers 6. Large format color Postscript inkjet printers 7. Permanently mounted 35mm slide projector 8. 35mm slide scanner 9. Paper cutters and light tables <p>Desired:</p>
<p>Textbook(s)</p>	<p>Design Basics, David Lauer and Stephen Pentak</p>