

Syllabus: VC-101, Fundamentals of Design

Thursdays, 9:00 AM-4:00 PM (6 hours)

Credit hours: 4QHC

Instructor

Scott Creamer

Class Location

This class meets each Thursday at 9:00 AM. The class ends at 4:00 PM and there will be a one-hour break for lunch at 12 noon. The class location is the Illinois Institute of Art Downtown campus in room 1305.

Course Description

The basic elements and principals of graphic design will be introduced. Students develop working skills with layout, and organization of design elements for a variety of visual effects. Elements of line, shape, forms, texture, space, perspective, pattern, and color will be explored. Students will learn how to use these elements to develop effective visual communication skills.

Textbook

No textbook is required. All assignments will be created using materials from the required student art kit. A list of any additional materials will be announced during the class prior to the one where they are needed. No computer access is needed for this course.

Student Competencies

1. Students will learn how to approach and solve design problems in a creative and organized manner.
2. Students will gain an awareness of the elements and principles of design as the relate to their disciplines.
3. Students will develop a strong design vocabulary through class discussion, critiques, and presentations.
4. Students will begin to recognize what is considered "good design" and learn how to evaluate their work and the work of fellow students.
5. Students will become familiar with the skills involved in making successful presentations.
6. Students will learn the skills related to working collaboratively and independently.
7. Students will learn how to research design topics and effectively communicate their thoughts in a written format.

Student Responsibilities

1. Students are expected to attend all classes and to be on time. Two unexcused absences will result in a lower letter grade.
2. Students should be prepared to take notes and actively participate in class discussions.
3. Students should come to each class with completed assignment and proper supplies so work can be performed in class
4. Students should complete assignments on time an exhibit their best effort.
5. Students are responsible for turning in all assignments on time. Assignments will not be accepted late unless arrangements are made in advance and a grade of F will be given for assignment not turned in.
6. Students will be responsible for keeping a sketchbook throughout the semester showing ideation of all projects.

Determination of Grades

20%	Participation in class
40%	Projects
10%	Reports
10%	Sketchbook
20%	Final project/presentation

The following grading scale is applied to all assessed work:

A = 90% - 100%

B = 80% - 89%

C = 70% - 79%

D = 60% - 69%

F = 0% - 59%

Graded Assignments

Assignments will be graded and returned to the student the week following its due date.

Extra Credit

Students can redo and turn in any assignment a second time if they are unhappy with the grade given on their first submission. The two grades will be averaged together and applied to the assignment (unless the second grade is lower than the first, in which case the first grade will stand).

Fundamentals of Design – Weekly Schedule

<u>Date</u>	<u>This Week's Class Work</u>	<u>Due this Week</u>	<u>For Next Week</u>
Week One Thursday, May 30	Introduction to the elements of design. Start Line exercise. Start to think of who your favorite designer is.	No assignment is due.	Bring example of "good design." Finalize Line exercise.
Week Two Thursday, June 6	Presentations of Line exercises. Present your "good design" sample. Start Repetition exercise; reduce object to simple shapes and create four designs using repetition and rotation. Find inspiration from elements around you.	Line exercise is due. First "good design" example is due.	Bring example of "good design." Finalize Repetition exercise.
Week Three Thursday, June 13	Presentation of Repetition exercise. Present your "good design" sample. Start Texture exercise. Explore techniques to create texture and how to use texture effectively in designs.	Repetition exercise is due. Second "good design" example is due.	Bring example of "good design." Finalize Texture exercise.
Week Four Thursday, June 20	Presentation of Texture exercise. Present your "good design" sample. Start Form and Shape exercise. Explore how to create forms and their role in design.	Texture exercise is due. Third "good design" example is due.	Bring example of "good design." Finalize Form and Shape exercise.
Week Five Thursday, June 27	Presentation of Form and Shape exercise. Present your "good design" sample. Start Motif exercise. Explore variations on a motif or theme. Learn how to introduce variety in a design while building consistency too. Write a report on the elements of design.	Form and Shape exercise is due. Fourth "good design" example is due. Pick favorite designer and start writing your report.	Bring example of "good design." Finalize Motif exercise.
Week Six Thursday, July 4	No class today. Enjoy your Fourth of July Holiday!	-----	Bring example of "good design."

Fundamentals of Design – Weekly Schedule

<p>Week Seven Thursday, July 11</p>	<p>Presentation of Motif exercise. Present your “good design” sample. Start Color Wheel exercise. Learn the color wheel, what primary and secondary colors are and how they work together. Mix and paint a color wheel. Write a report on motifs and themes in design and what their purpose is.</p>	<p>Motif exercise is due.</p> <p>Fifth “good design” example is due.</p> <p>Report on elements of design is due.</p>	<p>Bring example of “good design.”</p> <p>Finalize Color Wheel exercise.</p> <p>Work on favorite designer report.</p>
<p>Week Eight Thursday, July 18</p>	<p>Presentation of Color Wheel exercise. Present your “good design” sample. Start Color Value exercise. Learn color value and how to control the overall brightness and contrast in work, create depth, establish a visual hierarchy, and create mood and atmosphere.</p>	<p>Color Wheel exercise is due.</p> <p>Sixth “good design” example is due.</p>	<p>Bring example of “good design.”</p> <p>Continue to work on Color Value exercise.</p> <p>Work on favorite designer report.</p>
<p>Week Nine Thursday, July 25</p>	<p>Field trip to the Museum of the Art Institute. Observe how the design elements we’ve studied are applied by the Masters. Choose three pieces of art and write a report on how those artists applied certain design elements to their work. Discuss what techniques they use and why they were effective. Continue work on Color Value exercise.</p>	<p>-----</p>	<p>Continue to work on Color Value exercise.</p> <p>Work on favorite designer report.</p>
<p>Week Ten Thursday, Aug 1</p>	<p>Presentation of Color Value exercise. Present your “good design” sample. Start Color Collage exercise. Create a compelling layout using some part of each of your seven “good design” samples collaged together. Then mix colors and paint a replica of the layout making it look as much like the original as possible.</p>	<p>Color Value exercise is due.</p> <p>Seventh “good design” example is due.</p> <p>Art Institute Elements of Design report is due.</p>	<p>Bring example of “good design.”</p> <p>Continue to work on Color Collage exercise.</p> <p>Work on favorite designer report.</p>

Fundamentals of Design – Weekly Schedule

<p>Week Eleven Thursday, Aug 8</p>	<p>Continue to work on Color Collage exercise. Outline and work on your final presentation (PowerPoint or Keynote). Think about the design/skill challenges you faced during the semester, what worked, what didn't work, and discuss what lessons you learned and where you want to grow as a designer.</p>	<p>Final presentation outline is due.</p> <p>Turn in your sketchbook.</p>	<p>Complete final presentation.</p> <p>Finalize Color Collage exercise.</p> <p>Finalize favorite designer presentation and report.</p>
<p>Week Twelve Thursday, Aug 15</p>	<p>Make final presentation of all your work.</p> <p>Make presentation on your favorite designer and turn in your report.</p>	<p>Final presentation on all your work is due.</p> <p>Report and presentation on favorite graphic designer are due.</p>	<p>-----</p>