COURSE SYLLABUS

DSN114: Design Principles

Course Description

This course provides an opportunity to apply basic drawing skills and brainstorming techniques to generate a variety of design ideas and solutions. Core concepts include the recognition and application of design elements and principles to construct balanced, organized compositions and employing drawing skills in the creative process as part of a typical professional workflow. Topics covered include drawing techniques, design principles, composition of type, and how to create meaningful design.

General Course Information

Number of Units/Weeks	4 / 10
#Hours Lecture/#Hours Laboratory/#Hours HW*	40/0/80
Prerequisite(s)	DSN 184
Co-requisites (s)	None
Course Developer(s)	Randall Cornish, B.A., Carolyn O'Barr, B.S.
Date Approved / Last Review	TBA / TBA

* Homework

Learning Outcomes

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

1) Arrange design elements using a page-layout application to demonstrate design principles such as: contrast, repetition, alignment, proximity, balance, type, color, and images working together in harmony.

2) Compare various fonts to determine which type styles would be most appropriate to use as headlines and text in a specific project.

3) Examine a variety of photographs and color combinations to determine which visuals and palette would be most appropriate to use in a specific project.

4) Create pdf files and package the digital files into a folder used to complete a specific project.

5) Write a design statement that describes the creative process and workflow that was used to complete a specific project and how the effort was successful.

6) Give an oral presentation that describes the creative process and workflow that was used to complete a specific project and how the effort was successful, as well as critique and analyze the work of other students.

Instructional Methods Employed in this Course

Lecture

Classroom discussion

In-class exercises

In-class oral presentations

In-class critiques
Exams
Textbook readings
Website readings
Handouts
Research
Slide shows
Videos
Show-and-tell resources
Practical application of theory and skills in authentic projects
Building on prior knowledge and experience of students to enhance richness of class activities

Information Resources for this Course

Textbook
How to Design Cool Stuff, John McWade, Peachpit Press (2009)

Other Materials
TBD

Supplies
TBA

Web Site Readings
TBD

Table/Topics & Assignments

Types of Assignments:
Lecture: Considered Lecture Hours
Classroom Discussion: Considered Lecture Hours
In Class Critique: Considered Lecture Hours
Delivering Oral Presentations: Considered Lecture Hours
In Class (IC) Exercise: Considered Lecture Hours
Reading: Considered Homework (HW), work done outside of class.
WebClass lesson (non-online courses): Considered HW, work done outside of class
Lab Work: Considered Lab Hours
Quiz, Midterm or Final: Considered Lecture Hours

Week 1						
Type	**Topic/Description**	**LEC Hours**	**LAB Hours**	**HW Hours**	**Point Value**	**Due**
LEC 1A	Introduction to design elements: Line, shape, texture, color, space; Introduction to design principles: Contrast, repetition, alignment, proximity.	2.5				

IC EX 1A	Design Elements Exercises	1.5			30	End of class
HW 1A	McWade: [Projects: 9 pages 132-140] [Projects: 7 pages 141-147] [Projects: 5 pages 148-152] (21 pages) Evaluated by HW 1B			2.1		Before next class
HW 1B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1	9	Before next class
HW 1C	Website readings: TBD, Evaluated by HW 1D			3		Before next class
HW 1D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 1E	Time-tracking form			0.25	2	Before next class
Total Week 1		4	0	8.35	50	

Week 2

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 2A	Introduction to design principles: Harmony, variety, balance, economy, simplicity; Order, symmetry, unity, continuity; Direction, movement, rhythm, continuation; Dominance, tension, light and shade; Perspective, size, scale, proportion.	2.5				
IC EX 2A	Design Principles Exercises	1.5			30	End of class
HW 2A	McWade: [Techniques: 9 pages 113-121] [Techniques: 2 pages 122-123] [Projects: 6 pages 153-159] [Projects: 7 pages 160-167] (24 pages) Evaluated by HW 2B			2.4		Before next class
HW 2B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1	9	Before next class
HW 2C	Website readings: TBD, Evaluated by HW 2D			3		Before next class
HW 2D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 2E	Time-tracking form			0.25	2	Before next class
Total Week 2		4	0	8.65	50	

Week 3

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Concepting, brainstorming, ideation; Storyboarding; Creative sparks and inspiration; The design process and workflow; The creative brief; Researching, gathering facts; Defining strategy and tactics; Designing, executing, debriefing, assessing.	2.5				
IC EX 3A	Design Principles Thumbnails	1.5			30	End of class
HW 3A	McWade: [Projects: 4 pages 168-171] [Projects: 9 pages 172-180] (13 pages) Evaluated by HW 3B			1.3		Before next class
HW 3B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1	9	Before next class
HW 3C	Website readings: TBD, Evaluated by HW 3D			3		Before next class
HW 3D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 3E	Time-tracking form			0.25	2	Before next class
Total Week 3		4	0	7.55	50	

Week 4

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Introduction to page layout; Print and on-screen considerations; Visual communication, sign posts; Voice, tone, look-and-feel; Static and dynamic grid systems; Symmetrical and asymmetrical layout; Golden rectangle, rule-of-thirds; Backgrounds.	2.5				
IC EX 4A	Layout Exercises	1.5			30	End of class
HW 4A	McWade: [Knowledge: 14 pages 2-15] [Knowledge: 6 pages 16-21] [Techniques: 10 pages 76-85] [Techniques: 8 pages 94-101] [Techniques: 2 pages 124-125] [Techniques: 2 pages 126-127] (42 pages) Evaluated by HW 4B			4.2		Before next class

HW 4B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1	9	Before next class
HW 4C	Website readings: TBD, Evaluated by HW 4D			3		Before next class
HW 4D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 4E	Time-tracking form			0.25	2	Before next class
Total Week 4		4	0	10.45	50	

Week 5

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	Graphic design superstars, how they did it; How to critique and analyze graphic design.	1				
EXAM 5A	Midterm LASA: Students use various design elements to demonstrate five different design principles.	3			200	In-Class
HW 5A	McWade: [Projects: 7 pages 181-187] [Projects: 6 pages 188-193] [Projects: 5 pages 194-198] (18 pages) Evaluated by HW 5B			1.8		Before next class
HW 5B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1	9	Before next class
HW 5C	Website readings: TBD, Evaluated by HW 5D			3		Before next class
HW 5D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 5E	Time-tracking form			0.25	2	Before next class
Total Week 5		4	0	8.05	220	

Week 6

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Introduction to designing with type: Print and on-screen considerations; Text type, display type; Type personality, evocative type; Mixing and matching fonts; Typographic color, evenness, readability; Organizing information.	2.5				

IC EX 6A	Typography Exercise	1.5			30	End of class
HW 6A	McWade: [Knowledge: 7 pages 35-41] [Knowledge: 10 pages 42-51] [Techniques:10 pages 102-112] [Projects: 5 pages 199-203] (32 pages) Evaluated by HW 6B			3.2		Before next class
HW 6B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1	9	Before next class
HW 6C	Website readings: TBD, Evaluated by HW 6D			3		Before next class
HW 6D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 6E	Time-tracking form			0.25	2	Before next class
Total Week 6		4	0	9.45	50	

Week 7

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	Introduction to designing with images: Print and on-screen considerations; Composition, cropping methods; Point of view, emphasis, focal point; Telling a story with images; Color, black-and-white; Monotones, duotones, tritones, quadtones; Special effects.	2.5				
IC EX 7A	Type and Image Exercise	1.5			30	End of class
HW 7A	McWade: [Techniques: 9 pages 54-62] [Techniques: 4 pages 63-67] [Techniques: 5 pages 68-75] [Techniques: 8 pages 86-93] [Techniques: 3 pages 128-130] (29 pages) Evaluated by HW 7B			2.9		Before next class
HW 7B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1	9	Before next class
HW 7C	Website readings: TBD, Evaluated by HW 7D			3		Before next class
HW 7D	Webclass discussion on what you learned from Website readings.			2	9	Before next class

HW 7E	Time-tracking form			0.25	2	Before next class
Total Week 7		4	0	9.15	50	

Week 8

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 8A	Introduction to designing with color: Print and on-screen considerations; Emotional color; Color modes and matching systems; Color palettes and schemes; Color guidelines and harmony rules; Hue, saturation, and brightness.	2.5				
IC EX 8A	Color Exercises	1.5			30	End of class
HW 8A	McWade: [Knowledge: 5 pages 22-26] [Knowledge: 8 pages 27-34] [Projects: 8 pages 204-211] [Projects: 9 pages 212-220] (30 pages) Evaluated by HW 8B			3		Before next class
HW 8B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1	9	Before next class
HW 8C	Website readings: TBD, Evaluated by HW 8D			3		Before next class
HW 8D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 8E	Time-tracking form			0.25	2	Before next class
Total Week 8		4	0	9.25	50	

Week 9

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9A	Visual puns, wit, humor, the unexpected; Exaggeration, drama, rhetoric; Layers of meaning; Illusion of spatial depth, illusion of motion; Positive/negative space, figure/ground, volume/mass; Perception, gestalt; Nostalgia.	1.5				
IC EX 9A	Visual Communication Exercises	1.5			30	End of class
EXAM 9A	Final exam with multiple-choice and true-and-false questions	1			140	In-Class

HW 9A	McWade: [Projects: 6 pages 221-226] Evaluated by HW 9C			0.6		Before next class
HW 9B	Read Article -TBD- (min 23 pages) Evaluated by HW 9C			2.3		Before next class
HW 9C	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1	9	Before next class
HW 9D	Website readings: TBD, Evaluated by HW 9E			3		Before next class
HW 9E	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 9F	Time-tracking form			0.25	2	Before next class
Total Week 9		4	0	9.15	190	

Week 10

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 10A	Building confidence, knowledge and skills; Design organizations and events; The future of graphic design; Sustainability, social responsibility.	1				
EXAM 10A	Final LASA: Students combine words, photographs, and color on a page using design principles to convey a theme, central idea, or concept.	3			240	In-Class
Total Week 10		4	0	0	240	

Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	Introduction to Design Elements	4	0	8.35
2	Introduction to Design Principles	4	0	8.65
3	The Creative and Design Process	4	0	7.55
4	Page Layout	4	0	10.45
5	Graphic Design Superstars	4	0	8.05
6	Designing with Type	4	0	9.45
7	Designing with Images	4	0	9.15
8	Designing with Color	4	0	9.25
9	Visual Communication	4	0	9.15
10	The Designer and Community	4	0	0
Total		40	0	80.05

Table/Point Breakdown

Assignment Type	Possible Points	Percentage of Grade
In-Class Exercises	240	24%
Images for McWade Readings Homework	81	8%
Website Readings Webclass Reflections	81	8%
Homework, Time-Tracking Form	18	2%
Midterm LASA	200	20%
Final LASA	240	24%
Final Exam	140	14%
Total	1000	100%

Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy:
The Coleman University guidelines for the assignment of grades to total points earned is as follows:

Percent	Letter Grade	Grade Points
94-100%	A	4
90-93%	A-	3.67
87-89%	B+	3.33
84-86%	B	3
80-83%	B-	2.67
77-79%	C+	2.33
74-76%	C	2
70-73%	C-	1.67
67-69%	D+	1.33
64-66%	D	1
60-63%	D-	0.67
0-59%	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0
CR =Credit, NC = No Credit, I = Incomplete, W = Course Withdrawal, AU = Audit, TR = Transfer Credit, WV = Waiver		

Requirements

Assignments: All assignments (including projects, lab work, quizzes and exams) must
1-24 hours after due date = 20% off point value
25-48 hours after due date = 60% off point value
49+ hours after due date = No points given

If an assignment equals less than 5 points, no points will be given for late work. If there are extenuating circumstances, the student must submit a written explanation to the department Senior Instructor. Upon evaluation, points will be given according to the Senior Instructor's discretion.

Coleman University Policy on Academic Dishonesty:

Academic dishonesty is cause for dismissal from Coleman University. Presenting another person's ideas, methods, course work, or test answers with the intention that they be taken as one's own is theft of a special kind. It defrauds the originator of the work, the institution, its graduates, its students, and its future students.

The student has full responsibility for the authenticity of all academic work and examinations submitted. A student who appears to have violated this policy must submit to a hearing with the reporting instructor and the associate dean. If it is determined that a violation occurred, the matter will be referred to an Officer of the University with recommendations for an appropriate penalty. The student may be dismissed, suspended, or given another penalty.

Coleman University employs the plagiarism software known as Turnitin. Students are expected to use this tool in an appropriate manner with the sole purpose to support their own academic endeavors at Coleman University. Turnitin account information can not be shared with anyone. Contact your instructor if you have any questions about plagiarism related issues.

Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.