

# DF103 – Fundamentals of Design

## Syllabus

### COURSE DESCRIPTION

This course introduces students to the fundamental art elements and language of design and the principles that make design work. Students learn the relationship between form and content as well as the methods, principles and skills that encompass all design disciplines. Students also apply these principles and elements in the development of visual concepts.

**Prerequisite:** None

**Clock Hours:** 50 Lecture Hours | 50 Lab Hours | 50 Out-of-Class Work Hours (12.5 Hours Weekly)

**Semester Credit Hours:** 4

### INSTRUCTOR: TBA

(Instructors, please fill-in your name here): \_\_\_\_\_

### COURSE COMPETENCIES

In this course, students will:

***Apply primary and supporting principles of design to a given design project.***

- ✓ Illustrate unity and variety within a composition.
- ✓ Utilize hierarchy.
- ✓ Demonstrate the use of shape, space, line, size, color, texture & typography as components of a composition.

***Demonstrate layout design principles within projects.***

- ✓ Explain the uses of a grid.
- ✓ Employ dominance, proportion and balance.
- ✓ Articulate how scale, emphasis, rhythm, movement, proximity, & repetition affect internal relationships of a composition.

***Discuss the appropriateness in applying typography to design projects.***

- ✓ Define basic typographic terms.
- ✓ Explore different typefaces for applications.
- ✓ Examine combinations of type with imagery.
- ✓ Mix different typefaces effectively.
- ✓ Utilize type expressively within a design composition.
- ✓ Demonstrate the use of typography within design.

***Employ images in design compositions.***

- ✓ Explain the difference between logos and symbols.
- ✓ Compare the differences between photographs and illustrations.
- ✓ Develop knowledge of the basic types of charts and graphs used to visually convey information.

***Adapt color schemes for use within compositions.***

- ✓ Describe the affective nature of color.
- ✓ Explain symbolic and cultural associations of color.
- ✓ Discuss the impact of color in composition.

***Apply methods of research used in Graphic Design for project based design.***

- ✓ Describe the four components of visual communication.
- ✓ Demonstrate concepts of researching visual ideas.
- ✓ Utilize the creative process in project based design.

***Articulate the effectiveness and/or ineffectiveness of a given design in communicating a message.***

- ✓ Contrast the different audience characteristics for various media types.
- ✓ Compare and contrast new media vs. traditional media.
- ✓ Describe online marketing.

## INSTRUCTIONAL METHODS

- ❖ Lectures
- ❖ Discussions
- ❖ Demonstrations
- ❖ Reading Assignments
- ❖ Writing Assignments
- ❖ Homework Assignments
- ❖ Project Assignments

## TEXTS, MEDIA, & RESOURCE REQUIREMENTS

### ***Required Texts:***

Evans, P., Thomas, M. (2008). Exploring the Elements of Design. Delmar Pub.  
ISBN: 9781418038557

### ***Reading Level:***

Title	Author	Publisher	Level	Method
Exploring the Elements of Design	Evans, P., Thomas, M	Delmar Pub	6.1	Flesch-Kincaid

### ***Required Media:***

Whiteboard, Projector.

### ***Resource Requirements:***

Student Art Kit, Color Printer, Adobe Creative Suite 5 Master Collection (2010), Microsoft Word 2010 (2010)

## GRADES

The following represents the basis upon which your course grade will be calculated and determined:

Homework	15%
Library Research Assignment	5%
Classwork	15%
Exams	15%
Projects	50%

### **Computation of Grade**

A =	90% to 100%	of total cumulative points
B =	80% to 89%	of total cumulative points
C =	70% to 79%	of total cumulative points
F =	Less than 70%	of total cumulative points

## STUDENT: TEACHER RATIO

Maximum class capacity and student to teacher ratio for lecture and lab is 18 to 1.

## COURSE OUTLINE

*A unit in the course outline is defined as 25 contact hours.*

### UNIT 1:

#### ➤ Housekeeping

- ❖ **Class Introductions:** Students introduce themselves to each other and to the instructor; Instructor introduces themselves to the class.
- ❖ **Syllabus Review:** Instructor goes over syllabus and explains requirements for homework, reading, assignments, and projects.
- ❖ **Classroom Expectations:** Instructor explains Policies and Procedures and expectations of the students.
- ❖ **Lab/Project/Homework Assignments:** Assignments are due upon the date specified by instructor

#### ➤ Unit Lecture/Demonstrations

- Lecture 1
  - Lecture over Chapter 1, part 1: “Defining the Language of Design”.
- Lecture 2
  - Lecture over Chapter 1, part 2: “Defining the Language of Design”.
- Lecture 3
  - Lecture over Chapter 2, part 1: “Typography in Design”.
- Lecture 4
  - Lecture over Chapter 2, part 2: “Typography in Design”.
  - Review Weekly Instruction and Course Concepts

#### ➤ Unit Lab/Assignments

- Lab Assignments
  - Assignment 1, 2, 3 and 4  
*(Refer to student Lab Assignment handout for instructions)*
  - Library Learning Resource Assignment:  
*(Refer to student Library Research handout for instructions)*

#### ➤ Unit Projects

- Project 1 Assigned:  
*(Refer to student Project handout for instructions)*

#### ➤ Unit Homework

- Develop Thumbnails and Sketches for Project 1
- Complete Lab/Assignments
- Study materials for project application and Exam 1
- Reading Assignments
  - Reading Assignment 1, 2 and 3  
*(Refer to student Reading Assignment handout for instructions)*
- Homework Assignments
  - Homework Assignment 1, 2, 3, 4 and 5

*(Refer to student Designer's Homework Booklet for instructions)*

➤ **Unit Peer Review**

- None

➤ **Unit Exam**

- Issue Exam 1 to students
    - Review Exam 1 with students
- 

**UNIT 2:**

➤ **Unit Lecture/Demonstrations**

- Lecture 1
  - Lecture over Chapter 3, part 1: "Imagery in Design".
- Lecture 2
  - Lecture over Chapter 3, part 2: "Imagery in Design".
- Lecture 3
  - Lecture over Chapter 4, part 1: "Color and Design".
- Lecture 4
  - Lecture over Chapter 4, part 2: "Color and Design".
  - Review Weekly Instruction and Course Concepts

➤ **Unit Lab/Assignments**

- Lab Assignments
  - Assignment 5, 6 and 7  
*(Refer to student Lab Assignment handout for instructions)*

➤ **Unit Projects**

- Project 2 Assigned:  
*(Refer to student Project handout for instructions)*

➤ **Unit Homework**

- Develop Thumbnails and Sketches for Project 2
- Complete Lab/Assignments
- Study materials for project application and Exam 2
- Reading Assignments
  - Reading Assignment 4 and 5  
*(Refer to student Reading Assignment handout for instructions)*
- Homework Assignments
  - Homework Assignment 6, 7, 8, 9 and 10  
*(Refer to student Designer's Homework Booklet for instructions)*

➤ **Unit Peer Review**

- Project 1

➤ **Unit Exam**

- Issue Exam 2 to students
    - Review Exam 2 with students
- 

## UNIT 3:

### ➤ Unit Lecture/Demonstrations

- Lecture 1
  - Lecture over Chapter 5, part 1: “Managing Effective Design”.
- Lecture 2
  - Lecture over Chapter 5, part 2: “Managing Effective Design”.
- Lecture 3
  - Lecture over Chapter 6, part 1: “Research and Visual Communication”.
- Lecture 4
  - Lecture over Chapter 6, part 2: “Research and Visual Communication”.
  - Review Weekly Instruction and Course Concepts

### ➤ Unit Lab/Assignments

- Lab Assignments
  - Assignment 8, 9 and 10  
(Refer to student Lab Assignment handout for instructions)

### ➤ Unit Projects

- Project 3 Assigned:  
(Refer to student Project handout for instructions)

### ➤ Unit Homework

- Develop Thumbnails and Sketches for Project 3
- Complete Lab/Assignments
- Study materials for project application and Exam 3
- Reading Assignments
  - Reading Assignment 6 and 7  
(Refer to student Reading Assignment handout for instructions)
- Homework Assignments
  - Homework Assignment 11, 12, 13, 14 and 15  
(Refer to student Designer's Homework Booklet for instructions)

### ➤ Unit Peer Review

- Project 2

### ➤ Unit Exam

- Issue Exam 3 to students
    - Review Exam 3 with students
- 

## UNIT 4:

### ➤ Unit Lecture/Demonstrations

- Lecture 1
  - Lecture over Chapter 7, part 1: “Media for Communication Artists”.
- Lecture 2
  - Lecture over Chapter 7, part 2: “Media for Communication Artists”.
- Lecture 3
  - Lecture over Chapter 8, part 1: “From Student to Professional”
- Lecture 4
  - Lecture over Chapter 8, part 2: “From Student to Professional”
  - Review Weekly Instruction and Course Concepts

### ➤ Unit Lab/Assignments

- Lab Assignments
  - Assignment 11  
(Refer to student Lab Assignment handout for instructions)

### ➤ Unit Projects

- Project 4 Assigned:  
(Refer to student Project handout for instructions)

### ➤ Unit Homework

- Develop Thumbnails and Sketches for Project 4
- Complete Lab/Assignments
- Study materials for project application and Exam 4
- Reading Assignments
  - Reading Assignment 8  
(Refer to student Reading Assignment handout for instructions)
- Homework Assignments
  - Homework Assignment 16, 17, 18 and 19
  - (Refer to student Designer's Homework Booklet for instructions)

### ➤ Unit Peer Review

- Project 3
- Project 4

### ➤ Unit Exam

- Issue Exam 4 to students
  - Review Exam 4 with students

---

## EXAMS

There are 4 unit exams for this course, each exam is worth 25 points, and consists of 25 multiple choice or true/false questions, essay questions and problem solving questions, and will cover the material covered within the unit.

## LIBRARY/LEARNING RESOURCE ASSIGNMENT

The Library/Learning Resource Assignment is due in the final day of Unit 3 and is worth 125 points. The criterion for the Library/Learning Resource Assignment, are outlined with each Library/Learning Resource Assignments accompanying Rubrics.

## **LAB/ASSIGNMENTS**

Each assignment is worth 10 points. Each assignment covers the material presented in class.

## **PROJECTS**

There are 4 projects for this course, one for each unit. Each project is worth 125 points and is due on a weekly basis on the first day of the following Unit (week) with the exception of the Projects issued-out at the beginning of Unit 4. Those Projects issued at the beginning of Unit 4 will be due on the final day of Unit 4.