

The Art Institute of California—San Francisco Course Syllabus

Course number: FS102

Course Title: Fundamentals of Design

Class Meetings: Friday, 1–5

Session/Year: Spring, 2009 (room 910)

Instructor Name: Marty Chappell

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Instructor Availability Outside of Class: ask instructor for current meeting times/office hours

Fundamentals of Design

Course Description:

A presentation of the basic elements and principles of graphic design will be made in this course. The student will develop a firm foundation of layout and organization of design elements, for a variety of visual effects.

Course Length:	11 Weeks
Contact Hours:	44 Hours
Lecture:	22 Hours
Lab:	22 Hours
Credit Value:	3 Credits

Course Competencies:

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

- ***Gain a basic understanding of design principles.***
 - Gain an appreciation of visual form.
 - Develop a basic awareness of good design.
 - Recognize the elements and principles of design and how they manifest themselves in the design process.
 - Develop a working knowledge of formal & relational design elements including point, line, plane, volume, texture, balance, symmetry, positive & negative space, scale, proportion and contrast.
- ***Use reference and research materials.***
- ***Define the different stages of the design process from roughs through completion.***

Course Prerequisites: None

Required Text(s): None

Materials and Supplies:

- Notebook or folder (for notes and handouts)
- Supply Kit (sketchbook, pens, layout paper, paint, erasers, rulers, x-acto knife, glue, etc.)
Additional Supplies: magazines for collage/photo reference, matte board, etc.

Estimated Homework Hours: 4 Hours per week

Technology Needed: Projector cart/Computer with internet connection
Overhead or Opaque projector (not each day)
Zoetrope (for animation project)
Access to photocopier and/or scanner

Grading Scale:	A	100-93
	A-	92-90
	B+	89-87
	B	86-83
	B-	82-80
	C+	79-77
	C	76-73
	C-	72-70
	D+	69-67
	D	66-65
	F	64 or below

Process for Evaluation:

Grading is based on creative approach, technical execution, attention to deadlines, participation, attendance, effort, and attention to the craft of Design. It will be the student's right to know his/her grade at any reasonable point such information is requested by the student.

Average of all class projects/daily assignments **100%**
(refer to the attached grading sheet for the percentage values for each project)

Class participation/daily attendance **-30% Maximum** (-1% for each hr. missed)

Extra Credit Assignments: There will be no extra credit assignments; it is quite possible to complete this course by meeting all requirements in a creative, careful, & timely manner.

Student Evaluation/Grading Policies:

- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- On-time projects may be redone with instructor approval.
- **ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.**

Classroom Policy:

- No food allowed in class or lab at any time. Drinks in re-closeable bottles allowed in classroom.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

Disability Policy Statement:

It is our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disabilities Services Coordinator at 415-276-1060.

Academic Honesty Policy:

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at AiCA-SF. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Student work that appears to violate AiCA-SF's standards of academic honesty will be reviewed by the Committee on Academic Honesty. If the work is judged to have violated standards of academic honesty, appropriate sanctions will be given. Sanctions include but are not limited to course failure and academic termination.

Weekly Outline

1

Lecture/Demo:

Introduction to course outline, proposed exercises, and discussion regarding “What is Design?”
 Discussion regarding expectations (both instructor’s and student’s) for the class.
 Inventory of Supply Kit.
 Discussion and/or examples of Elements & Principles of Design
 Display of various Designs/objects by instructor (look for good/bad designs)
 Assignment in class—Line as a design element (thumbnail exercise using one straight line)
 Thumbnails: introduction and practice, layout roughs

Handouts:

Syllabus • Design? (ideas/inquiries) • Design Basics (line, shape, texture, etc.)
 • Shapes & instructions for Portrait project • Elements & Principles of Design (project instructions)

Lab:

First Day: Portrait/Caricature project

Homework:

Assignment #1: *Elements & Principles of Design Cards* (12 cards total). Due Week #2.
Also: mini-assignment (5 mins.)
 For next class—bring one example of ‘good’ design, and one example of ‘bad’ design, for discussion.

2

Lecture/Demo:

- Presentation of good & bad designs: discuss as a group
- Presentation of E & P Cards.
- Assignment: Dingbat Storyboard—rough sketches for panels & captions. *Photoshop & .pdf demo.*

Lab: Research and preliminary sketches for storyboard—words and illustrations. Due next week.

Homework: prepare storyboard roughs

3

Lecture/Demo:

- Dingbat storyboard roughs—present rough sketches to class, critique in small design groups

Lab: Dingbat storyboard—work on finalizing panels and captions. Due next week.

Homework: prepare finished storyboard for presentation

4

Lecture/Demo:

- Critique of Dingbat storyboards: discuss as a group
- Assignment: Road Sign (design examples and format specs)
 6 thumbnails for one design, and 1 finished piece

Lab: Research and sketches for Road Sign—illustrations & format. Due next week.

Homework: prepare finished road sign for presentation

5

Lecture/Demo:

- Critique of Road Signs: discuss as a group
- Assignment: Mandalas

Lab: Research and sketches for Mandala design

Homework: work on drawing Mandala design

6

Lecture/Demo:

- *Due:* Mandala design drawings—discuss designs one-on-one with instructor

Lab: work on Mandalas—drawing & cutting & mounting. Due next week.

Homework: prepare finished mandala for presentation

7

Lecture/Demo:

- Critique of Mandalas: cut & mounted—present to class
- Assignment: Cropping/Coloring images.

Lab: Research, copying, and sketches for Cropping/Coloring design. Due next week.

Homework: prepare finished Crop 'n' Color design for presentation

8

Lecture/Demo:

- Critique of Cropped & Colored illustrations
- Assignment: The Visual Word

Lab: Work on Visual Words. Due next week.

Homework: prepare *two* finished words for presentation, mounted separately

9

Lecture/Demo:

- Critique of Visual Words
- Praxinoscope animation: persistence of vision & the illusion of movement
- Assignment: Animation strips

Lab:

Work on Animation strips. Due next week.

10**Lecture/Demo:**

- Critique of Animation Strips
- Assignment: 25 Pictures for One Theme

Lab:

Image search for theme layouts: internet/ magazines/ snapshots

Homework: prepare finished image boards for presentation

11**Lecture/Demo:**

- Critique of: 25 Pictures for One Theme

Lab:

Review of any late or re-worked projects from previous week. Grade summaries by request.

*Schedule subject to change based on class need.
Please contact the instructor and other classmates when absent to confirm assignments.*

Class Rules & Requirements: (read the fine print...)

- Attendance is mandatory; commit to being in class every session, on time.
- Instructor attendance policy (following AiCA-SF guidelines): Our class meets for a total of 44 hours. Both you and I are expected to be present for all these hours. A class is made up of the people who are actually there participating. The more you are present, the higher your grade. **1 percent will be deducted from your average score for each full hour you are not in class, up to a maximum of 30% of your grade (1 pt. x 30 hrs.). Perfect attendance earns 2 extra percentage points.** By school policy, there are no excused absences.

Attendance:

If you have 8 hrs. or less of missed class time, you'll get a 4 hr. 'discount'. More than 8 hrs. missed, and *all* missing attendance will count off (no discount). Here's some examples:

- 1) 85% avg. minus 4 hrs. missed = 85% (B) (minus 0 pts.)
- 2) 85% avg. minus 8 hrs. missed = 81% (B-) (minus 4 pts.)
- 3) 85% avg. minus 8.25 hrs. missed = 76.75% (C) (minus 8.25 pts.)

Perfect attendance earns 2 extra grade points (for example: the final grade would change from 85 to 87).

- All assignments should be finished on time in order to progress smoothly. *Assignments turned in late will be lowered one whole grade (10 points) for each class meeting day they are late. Assignments more than one week late will not be accepted.*
- There will be a critique of assignments at the beginning of many class sessions. You are expected to participate openly and freely in the critique. Mistakes are welcome; lack of participation is not. **If you are late for class, your assignment will not be included in the critique—as if it were not submitted on time.** This will lower your grade by 10%—the same as being a week late.
- Any project can be reworked for a higher grade, as long as the original due date is met. Projects being redone must be submitted within one week from the original due date.
- Finished work must demonstrate an understanding of the techniques covered in this class and specified in the assignment.
- Students are expected to utilize the techniques covered in lectures and demonstrations, participate in class discussions by sharing opinions, information and experiences, use studio time for *Fundamentals of Design* projects, give feedback to other students, and be open to new ideas.
- Demonstration of respect for others work and opinions is of utmost importance.

Class projects are worth the following percentages:

- Good & Bad design examples 1 % Your score: _____
 - Elements & Principles Cards 10 % Your score: _____
 - Dingbat Storyboard roughs 7 % Your score: _____
 - Dingbat Storyboard finished 12 % Your score: _____
 - Road Sign 10 % Your score: _____
 - Mandala 20 % Your score: _____
 - Crop 'n' Color 10 % Your score: _____
 - Visual Words 10 % Your score: _____
 - Animation Strips 10 % Your score: _____
 - 25 images / One Theme 10 % Your score: _____
- 100 %

Attendance —————▶

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11

— Please contact the instructor to obtain any grade or attendance records you need.