

Course Syllabus & Classroom Rules

GOALS FOR THIS CLASS

1. Recognize and use the **Elements of Design & Principles of Design**.
2. Recognize and use elements of **Graphic Design**.
3. Become skilled in **Visual Communication** skills.
4. Become skilled in basic **sketching, rendering** and **illustration** skills.
5. Understand the **tools and media** of the design industry.
6. Become skilled in **design software** used in the design industry.
7. Understand the **language** of Graphic and Industrial Design.
8. Discuss the role of **media communication** in human society.
9. Discuss the history of graphic design and industrial design.

ACTIVITIES AND POINTS

- A. Class exercises, conceptual drawings, homework = 10-50 points.
- B. Projects = 100-200 points.
- C. Class discussion grade = 50 points (graded every marking period.)
- D. Notebook = 25 points (graded every marking period.)
- E. Sketchbook = 50 points (graded every marking period.)
- F. Final Exam = 200 points.

Grading Scale

In each semester, there are three report card marking periods. The first report card covers the first 7 weeks of the semester. The second report card covers up to 13 weeks. The last report card covers the entire semester (19 weeks.)

For each marking period, all grades from the beginning of the semester will be averaged together to find a percentage:

93 - 100% = A	90 - 92% = A-
87 - 89% = B+	80 - 82% = B-
77 - 79% = C+	70 - 72% = C-
67 - 69% = D+	60 - 62% = D-

WHAT WE WILL STUDY

THE FIRST YEAR of Design Concepts will cover these important skills:

- UNIT 1 **Intro to Graphic Design:** Graphic Design history, advertising aesthetics.
- UNIT 2 **Basic Drawing & Graphic Design Skills:** Composition, sketching, text, logo, grid.
- UNIT 3 **Critique:** method, art discussion terminology, Elements & Principles of Design.
- UNIT 4 **2-D Design Software:** Adobe Photoshop, Adobe Illustrator.
- UNIT 5 **Introduction to Communication Design:** History.
- UNIT 6 **Advertising:** social context, demographics, media, society & psychology.
- UNIT 7 **Visual Communication:** Basic drawing & rendering skills, line, parallels, perspective, grid, shapes & patterns in perspective.
- UNIT 8 **Intro to Industrial Design:** History of industrial design.
- UNIT 9 **Industrial Design:** Drawing & sketching techniques, 3 dimensional design, Industrial Design careers.
- UNIT 10 **3-D Design Software:** Rhino
- UNIT 11 **Product Illustration and Presentation:** Media, technology, color theory, illustration of 3-D forms.