

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

DESIGN FUNDAMENTALS
CGT 1950

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

**Date Revised: Spring
02**

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

A study of visual design fundamentals, creative problem-solving techniques, color theory application, and concept development for graphic design. Emphasis will be placed on visual literacy development, presentation techniques, craftsmanship, and computer skill development using graphic design industry standard software.

Entry Level Standards:

The student is expected to be able to read on a college level, to write using correct spelling and grammar, and to conduct research utilizing Internet and pertinent learning resources and techniques.

Prerequisites:

None

Corequisites:

ART 1011 and CGT 1030

Textbook(s) and Other Reference Materials Basic to the Course:

Required Texts –

Graphic Design Solutions by Robin Landa, most recent edition
Color, 3rd or Latest Edition by Paul Zelanski and Mary Pat Fisher

Materials –

Two Macintosh formatted Iomega Zip cartridges, two CD-R, x-acto knife and #11 blades, adhesive, tape, matboard as specified by instructor. Three-ring binder and page protectors.

I. Week/Unit/Topic Basis:

Week	Topic
1	Orientation: Course Structure; Defining Graphic Design; Reading List Assigned; Studio Procedures
2	Formal Elements of Design – line, shape; Thumbnailing and Brainstorming; Exercise 2-1; Project 2-1; Exercise 2-2; Project 2-2 Design Development; Critique
3	Formal Elements of Design (cont.) color ; Color Basics
4	Perceiving Color; Psychological Effects of Color; Exercise 2-3, Project 2-3 Design

Development

- 5 Formal Elements of Design (cont.)– Value, Texture; Design Development; Critique; Exercise 2-4, Project 2-4 Design Development, Exercise 2– 5; Quiz Review
- 6 Formal Elements of Design (cont.)– Format; Quiz #1; Exercise 2-6, Project 2-6 Design Development
- 7 The Principles of Design – Balance; Exercise 2-7, Project 2-7 Design Development; Critique/Peer Evaluation; Compositional Effects of Color
- 8 The Principles of Design (cont.)– Emphasis; Exercise 2-8, Project 2-8 Design Development; Theories of Color Relationships; Quiz Review
- 9 The Principles of Design (cont.)– Rhythm; Exercise 2-9, Project 2-9 Design Development; Critique; Subtractive Notation and Mixing; Quiz #2
- 10 The Principles of Design (cont.)– Unity; Exercise 2-10, Project 2-10 Design Development; Light Mixtures
- 11 The Manipulation of Graphic Space – Positive and Negative Space; Exercise 2-11, Project 2-11 Design development; Critique; Color Combinations and Interactions; Quiz Review
- 12 The Manipulation of Graphic Space – Illusion; Exercise 2-12, Project 2-12 Design development; Color in Applied Design; Quiz #3
- 13 Overview of Graphic Design – Strategy, Concept, Design, The Graphic Elements, Craft; Comprehensive Design Development – Final Project
- 14 Comprehensive Design Development – Final Project
- 15 Comprehensive Design Development – Final Project Critique
Final Exam Review
- 16 Final Exam

This syllabus is subject to modification by instructor to best meet the educational progression of the students in this course.

II. Course Objectives*:

- A. Develop conceptual and visual problem-solving skills. I, II, III, IV
- B. Demonstrate basic skills in the use of digital media to produce visual problem-solving solutions. I, II, III, IV
- C. Develop visual literacy as it relates to graphic design. I, II, III, IV
- D. Develop craftsmanship and presentation skills in written, oral and visual formats. I, II, III, IV
- E. Demonstrate a functional knowledge of basic color theory. I, II, III, IV

*Roman numerals after course objectives reference goals of the CGT program.

III. Instructional Processes*:

Students will:

1. Conduct and complete research as the basis for creative problem solving. *Problem Solving/ Decision Making Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategy*
2. Make oral presentations to the class articulating their individual projects and group design exercises, and actively participate in classroom critique sessions. *Communications Outcome, Problem Solving / Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Active Learning Strategies*
3. Incorporate digital technology in creating design solutions. *Problem Solving / Decision Making Outcome, Technological Literacy Outcome, Active Learning Strategies*
4. Research and implement findings into a project that explores the cultural and psychological aspects of color. *Problem Solving / Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Active Learning Strategies*

*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

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

1. Formulate creative strategies for effective visual communications. A,B,C,D,E
2. Understand the theoretical and applied processes of effective design. A,B,C,D,E
3. Make effective oral and written presentations of basic design strategies and evaluations. A,C,D
4. Demonstrate the capacity for both individual and team project development. A,B,C
5. Present a portfolio of individual design projects. A,B,C,D,E
6. Use digital media in the development of design and finished art. A,C,E
7. Critically analyze design using objective evaluation criteria. A,B,C
8. Demonstrate the capacity for risk taking as a creative problem solver. A,B,C,D,E
9. Understand basic color theory. B,C,E
10. Incorporate both visual and verbal concepts into effective forms of visual communication. A,B,C,D,E
11. Develop an understanding of objective criteria to facilitate design evaluation. A,B,D,E
12. Apply the principles of basic color theory to design projects. B,C,E

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 30% of grade

3 Quizzes – 15%
Final Written/Practical Exam – 15%

B. Laboratory Expectations:

Students will find it necessary to spend additional time in the Macintosh lab in order to successfully complete assignments.

C. Field Work:

N/A

D. Other Evaluation Methods: 70% of grade

Portfolio of projects and exercises– 60%
Project development materials, thumbnails, exercises, research materials, class handouts, etc. will be kept in the 3-ring binder which will be reviewed at random intervals and at the end of the semester.
Attendance/Participation – 10%
(Refer to IV Policies, CGT Program)

E. Grading Scale:

A 90–100
B+ 86–89
B 80–85
C+ 76–79
C 70–75
D 60–69
F Below 60

VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course (Pellissippi State Catalog). Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent.

B. Other Policies:

Roll - Roll will be taken at the beginning of the class period. Three tardies will count as one absence. In the event that you are late, be sure to have the instructor mark you present. Leaving class early without prior approval from the instructor is not acceptable.
Make-up Work - In the event of an absence, students must use their own initiative to secure lecture notes, assignments, and other information that might have been covered during the class period.