

Pellissippi State Community College
Master Syllabus

DESIGN FUNDAMENTALS
CGT 1950

Class Hours: 3.0
Laboratory Hrs: 0.0

Credit Hours: 3.0
Revised: Spring 2017

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.

Prerequisites

None

Corequisites

CGT 1030 or consent of program coordinator

Textbook and Other Reference Materials

Required Texts – *Graphic Design Solutions*, by Robin Landa, Wadsworth Cengage, Latest Edition

Color Design Workbook, by Terry Stone with Sean Adams and Noreen Morioka

Materials – X-acto knife and #11 blades, metal ruler, adhesive (ATG tape), black mat board as specified by instructor, 8.5x11 cover-weight laser writer paper, three-ring binder and page protectors.

Recommended – Two 2GB or larger USB flash/thumb drives.

Week/Unit/Topic/Basis*:

Week	Topic
1.	Orientation: Course Structure; Defining Graphic Design; Reading List Assigned; <i>line</i> ; Exercise 2-1; Studio Procedures
2.	Formal Elements of Design – <i>line</i> ; Project 2-1; Thumbnailing and Brainstorming; Studio Procedures
3.	Formal Elements of Design – <i>shape</i> ; Exercise 2-2; Project 2-2 Design Development;
4.	Formal Elements of Design – <i>figure/ground</i> ; Critique; Exercise 2-3, Project 2-3 Design development
5.	Formal Elements of Design – <i>color</i> ; Color Basics; Basics of color calibration; The Terminology of Color; Quiz Review; Basic Color Theories
6.	Formal Elements of Design – <i>value, texture</i> ; Design Development; Critique; Exercise 2-4, Project 2-4 Design Development, Exercise 2-4; Quiz #1; The Creation of Color Wheels
7.	Principles of Design – <i>format</i> ; Exercise 2-6, Project 2-6 Design Development; Critique/Peer Evaluation, Compositional Effects of Color; Color Legibility
8.	The Principles of Design – <i>balance</i> ; Exercise 2-7, Project 2-7 Design Development;
9.	The Principles of Design – <i>visual hierarchy</i> ; Exercise 2-8, Project 2-8 Design Development; Color Calibration and Overprinting; Quiz #2
10.	The Principles of Design – <i>rhythm</i> ; Exercise 2-9, Project 2-9 Design Development; Critique; Color Prepress and Printing

11. The Principles of Design – *unity*; Exercise 2-10, Project 2-10 Design Development; Color Design Basics; Color Prepress and Printing
12. Laws of Perceptual Organization – *gestalt*; Exercise 2-11, Project 2-11 Design development; Critique; Behavioral Effects of Color; Quiz Review
13. The Manipulation of Graphic Space – *illusion*; Exercise 2-12, Project 2-12 Design development; Quiz #3; Assign Final project
14. Overview of Graphic Design – *Strategy, Concept, Design,*
15. *The Graphic Elements, Craft*; Design Development – Final Project; Final Exam Review, **Final Exam**

Course Goals

NOTE: Roman numerals after course objectives reference goals of the Media Technologies — Communication Graphics program.

The course will

- A. Expand student understanding of conceptual and visual problem-solving skills. I, II, III, IV
- B. Enhance students' ability to demonstrate basic skills in the use of digital media to produce visual problem-solving solutions. I, II, III, IV
- C. Guide students toward an expanded development of visual literacy as it relates to graphic design. I, II, III, IV
- D. Encourage students' development of 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

Expected Student Learning Outcomes

NOTE: Letters after performance expectations reference the course objectives listed above.

The student will

1. Formulate creative strategies for effective visual communications. A,B,C,D
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,D,E
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,B,C,D
7. Critically analyze design using objective evaluation criteria. A,C
8. Demonstrate the capacity for risk taking as a creative problem solver. A,B
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
11. Develop an understanding of objective criteria to facilitate design evaluation. A,C
12. Apply the principles of basic color theory to design projects. B,C,E

Evaluation

Testing Procedures:— 30% of grade

3 written/recognition Quizzes –15%

Final Cumulative Written/Practical Exam – 15%

Laboratory Expectations

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

Field Work: None

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)

Grading Scale

The final grade will be calculated from the factors as mentioned above and will be evaluated on a standard scale.

A 92–100 B+ 89–91 B 82–88 C+ 79–81 C 72–78 D 65–71 F Below 65

Policies

Attendance Policy

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

Academic Dishonesty

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

Accommodations for Disabilities

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. [Disability Services](#) (<http://www.pstcc.edu/sswd/>) may be contacted via [Disability Services email](#) or by visiting Alexander 130.

Other Policies

CGT Program

- 1. 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.
- 2. 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.
- 3. Cell Phones** – Please make sure all cell phone ringers are turned off during class periods and phones are not visible. Taking or making calls (including texting) during scheduled class time is not appropriate unless the instructor has prior knowledge of a critical or sensitive situation that may warrant an immediate response.
- 4. Internet** – Checking e-mail or surfing the web during class is not an appropriate use of scheduled instructional time unless it relates to
- 5. Music/MP3 players** – Listening to music or any recorded material not specifically related to subject matter being taught in this class is not appropriate during scheduled class time.
- 6. Lab Usage** – Please remember that the Pellissippi State’s policy states NO FOOD OR DRINK in classrooms. That policy is especially important in computer labs. Our Mac labs are the best in the region—keep them clean!
- 7. Disruptive behavior** – Students who display behavior that is detrimental to the learning environment will be asked to leave the classroom.