New York City College of Technology
The City University of New York

Department of Communication Design
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Office Hours: Tuesdays 2:00 – 3:00PM & Fridays 10:30-
11:30am or make an appointment by text, phone or email
(info above)

COMD 1100 OL06 (15993)   Graphic Design Principles 1
Tuesday & Friday 11:30AM – 2:00PM Online - Synchronous
August 25 – December 21, 2021

Link to course Open Lab site:
https://openlab.citytech.cuny.edu/groups/comd-1100-graphic-principles-1-fall-2021/
General introduction to Open Lab:
https://openlab.citytech.cuny.edu/openlabforstudents/

Course Description
This online basic design and color theory course explores graphic communication
through practice, art history and by exposure to the elements and principles of design, as
well as the design process, including idea development through final execution. Students
develop skills in two-dimensional design, color and content creation while employing the
design process of research, sketching and experimentation. Communication designers use
the concepts explored in this course in disciplines such as advertising, graphic design,
web design, illustration, broadcast design, photography, and game design.

This course has been adapted to a Blackboard home site, an Open Lab Portfolio and
discussion site, and online Zoom classes. Lectures and group discussion will be
supplemented by one-on-one individual meetings during office hours.

A textbook is not required but may be useful if you can find a used copy online (I've seen
used ones for $3; any year edition is fine). Suggested: **Design Basics**, Stephen Pentak and
David Lauer

Class/Lab/Credit Hours: 1class hour, 5 lab hours, 3 credits
Co-requisites
ENG 092R (ESOL 032R), ENG 092W (ESOL 031W),
or CUNY certification in reading, writing and mathematics
Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should be able to:	Evaluation methods and criteria

Use a variety of materials and tools including designer gouache, brush, graphite pencil, color pencils, glue stick	The students will demonstrate their ability with each tool in a project or activity.
Use the elements and principles of design in a composition.	The students will create a pattern and describe the visual concepts used (line, space, shape, form, etc.) in a discussion.
Create a composition by employing the design development process.	Students will demonstrate competency by creating a design through appropriate research, thumbnail sketches, experimentation and final execution using appropriate materials and tools. Students will also document process by the use of a design journal.
Utilize the concept of compositional balance, including symmetrical, asymmetrical and radial balance.	Students will demonstrate competency by designing a series of patterns utilizing various forms of balance.
Apply color theory to a specified design.	Students will demonstrate competency by using color theory to create a balanced composition.
Understand the basic concepts of digital color systems used in publication and web design.	Students will demonstrate competency by using CMYK and RGB color palettes to create a digital composition.
Design a pattern of three-dimensional forms in one-point and two-point perspective.	The students will demonstrate how volumes can be designed using perspective.
Communicate a concept through the use of the design elements and principles.	The students will demonstrate competency in developing themes (subject matter) through the use of appropriate design elements and principles.
Create various design styles to define different visual identities.	The students will demonstrate the use of design concepts in a stylized design creating an identity for the subject matter.
Define and explain the design concepts and vocabulary in a critique.	The students will be able to take a test and describe the basic vocabulary and concepts of design for a test, essay and discussion.
Present a basic portfolio of the projects in this course for final review.	The students will present their portfolio.

Teaching/Learning Method

- Lecture/Readings/PowerPoint presentations
- Demonstrations
- Project based lab/ Open Lab reflections
- Research assignments, collaborations, field trips
- Virtual museum research projects and essay presentations
- Blackboard, Open Lab descriptions

Grading
Final grades are based on the completion of classwork (via asynchronous methods: Open Lab portfolios, projects, Open Lab class posts/comments, mid-term and final exam presentations).

Course Requirements and Grading Assessment
You are expected to complete all projects and exams for the course in a timely manner. Grading rubric is based on timeliness of project completion. Class participation includes completing exercises, preparatory work for projects, viewing PowerPoints, and providing feedback on peer work.

Class Participation 20%
7 Projects and OpenLab Portfolio 60%
Mid-term 10%
Final Exam 10%

Total 100%

Course Expectations: Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. **Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.**

Academic Integrity Standards: You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. **"Plagiarism" is the representation of another person's work, words or concepts as your own.**

General Education Outcomes

General Education Outcome covered:	How the outcome is assessed:
Thinking Critically The student will demonstrate the ability to evaluate evidence and apply reasoning to make valid inferences.	Evaluate through class critique to determine how well students were able to advance their project concepts by applying evidence and using logic to make decisions.
Oral Communication Speaking: The student will demonstrate the ability to articulate himself using relevant industry-specific language	Evaluate through class discussion and /or written tests if students use appropriate nomenclature to defend creative, critical and technical decisions in project concepts and development.
Writing The student will demonstrate the ability to write clearly articulated thoughts in a professional, informed manner.	Evaluate how well students absorbed and consequently applied the learning though graded written portions of projects.

Syllabus for Online Class

Point, Line, Shape & Composition
August
27: Intro to class, Found Shape Project, line and shape project
31: Intro to line and shape, geometric & organic shape, positive and negative space, deconstruction and shape transformation; Found Shape Project con't
September
No class September 3 and 6
10: Completion of Found Shape Project; intro to Figure Ground Reversal (Found Shape Project Part 2); nature as structure. Introduction to terms: mirroring, balance, symmetry, asymmetry, unity
14: Figure Ground Reversal projects due. Contrast & tension. Intro to value; using the lexicon of design in writing; Open Lab posts

Texture & Value, Collage
17: Texture, screening of Vik Muniz documentary, communicating concept
21: Intro to texture, value studies in black, white and gray, concept and composition, abstraction, representation, figuration and storytelling
24: Collage, value, parataxis, space, composition and creating visual interest, expressing volume and shadow with pencil, ink, gouache, Emory Douglas, Charles White
28: Texture Project due. Review of aesthetic principles: art history & aesthetic theory; Open Lab Portfolios

Introduction to Color
October
1: Color theories and color mixing, color wheel, Newton, Itten
5: Intro to gouache paint, color mixing and painting exercises; additive & subtractive mixing; digital color theory; color research presentations
8: Complementary color, simultaneous contrast effect, painting exercises
12: Saturation, tint scale, hues, values, painting exercises; intro to color project
15: Painted collages; introduction to pattern construction, grid and unit form design, tessellations
19: Repetition and rotation, rhythm, rhythmic progression; stencil exercises
22: Mid-term Exam October 22, Color project due

Interaction of Color; Pattern & Rhythm
26: Review, warm and cool color, neutral color
29: Interaction of color, Albers, Goethe, Bauhaus. Computer and digital design color theory
November
2: Color symbolism and mood, Albers exercises in class
5: Pattern Project due; intro to Final Group Presentations
9: Perspective: single, two point and multiple, illusion of movement
12: Bezold effect, computer studies
16: Rhythm, harmony, balance; Lab time
19: Color and balance

23: Color emphasis & focal point, Color Project due
Thanksgiving break no class Friday, November 26
30: Open Lab portfolios; optical transparency
<u>Composition with Color</u>
December
3: Optical transparency, depth & color, painting exercises
7: **Final Online Open Lab Portfolios due** – select projects, edit and upload total of 5
10: Lab time, final group presentations
14: Lab time, final group presentations
17: **Final Exam and Projects due**
Final Exam December 17

~Syllabus may be subject to change~