ComD1100_D106 Fall 2017
Graphic Design Principles 1
Tuesday, Friday, 11:30 a.m. - 2 p.m.
room N1122

Prof. Rosenblatt
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office hour: Tuesday 10:30 -11:00 a.m.
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room: N1126

Course Description:
This basic design and color theory course explores graphic communication through the understanding of the elements and principles of design, as well as the design process, including idea development through final execution. Students develop basic 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.

Class/Lab/Credit Hours: 1cl hr, 5 lab hrs, 3 cr

Corequisties:
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 designers gouache, brush, graphite pencil, color pencils, rubber cement, exacto knife, t-square, triangle.	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 presenting their color decisions and reasons in the development of a design assignment

Teaching/learning method:
- Lecture and demonstrations
- Project lab and homework
- Lab exercises
- Multiple preparatory works per project
- Evaluation of oral presentations and research
- Class discussion participation
- Written exam
- Portfolio presentation
- Student use of rubrics for proficiency assessment

Class Structure:
The course will exercise study of design elements: line, shape, tone, color, and dimension and their compositional principles of organizations. Each class will begin with a critique of the assignment followed by an introduction and demonstration of an aspect of design. The following assignment will require the application of this aspect. Note: individual assignments may be changed as needed at the discretion of the professor.
Project 1: linear use of expression
Project 2: texture recognition and ways of organizing it
Project 3: texture transformed into figure/ground; pattern recognition
Project 4: "Spots" drawings (3 drawings and descriptive writing)
Project 5, 6, 7, 8 and 9: scales of tonal value and of color, transparent color mixtures, plus Albers exercises on ipad, matching color exercises
Project 10: composition strategies with color, using all means of composition
Project 11: pattern of transparency and dimension

General Education Outcomes:

Thinking Critically
The student will demonstrate the ability to evaluate visual evidence and apply reasoning to make valid inferences. Evaluated through class critiques and use of rubrics of class projects for self evaluation of the development of skills.
Presentation of student's research of ***Principles of Composition Journal*** used throughout the semester to reinforce all learning skills and oral presentation skills.

Oral Communication
Speaking: The student will demonstrate the ability to articulate himself using relevant industry-specific language. Presentation of research of ***Principles of Composition Journal*** used throughout the semester to reinforce all learning skills and oral presentation skills in all projects.

Writing
The student will demonstrate the ability to write clearly articulated thoughts in a professional, informed manner. This will be reinforced with assigned museum and professional web site reflections, exhibition reportage and verbally clear descriptive use of variables (size, scale, interval, distance, direction, proportion and density) in Project #4 "spots" drawings.

Attendance (College) and Lateness (Department) Policies:

Students arriving 15 minutes after the class start time will be marked "late." Two "lates" equals one absence. If a student's class absences or equivalent is excessive. the instructor will alert the student that he or she *may be in danger of not meeting the course objectives* and earning a grade of "F".

Academic Integrity Standards

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.

Withdrawl:

Each withdrawl can affect a student's financial aid status. If a student fails to officially withdraw from a course and simply stops attending, the student will receive a "WU" grade. If the student never attended the course, the student will receive a grade of "WN". Both of these grades are calculated into the grade point average as failing grades. Further information on grades and financial aid eligibility can be obtained from the Financial Aid Office. Students who officially withdraw during the CUNY refund period will have no grade recorded. Students who officially withdraw after the CUNY refund period but prior to the end of the designated withdrawal period (see the calendar for specific dates) will have a grade of "W" recorded. After that period and continuing until the beginning of the last week of classes a grade of 'WF" will be recorded.

Grading:

College is a permanent record. Grades count. Get projects in on time to receive the grade they deserve. Late assignments will have a penalty of one half letter drop for class date it is past due. Two days late will result in a full letter drop. For example if a project is to normally receive a B- handing it in 2 sessions late will result in a grade of C-.

Homework and lab assignments	80 %
Exams, portfolio presentation, vocabulary journal presentation and Class participation Musuem/professional sites reviews	20%
TOTAL	100%

Suggested reading:

"The Design Primer" by Susan G. and Gary S. Wheeler ©2002
"The Interaction of Color" by Josef Albers ©2006
"Introduction to Two Dimensional design" by John Bowers ©2008