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

Department of Communication Design

New York City College of Technology   Instructor : Carol Diamond Spring 2019
                                             N1122 Mon/Thurs: 2:30pm-5:00pm

carol@caroldiamond.com
cdiamond@citytech.cuny.edu   Office hr rm 1127: Monday   1:30pm-2:30pm

COMD1100 – Graphic Design Principles I

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.
This is a course in visual literacy and the design process: How to see and how to analyze the effects of your vision. How to craft a design that will have energy and content. We are surrounded by images, from photography to billboards, advertisements, web designs, and fine art in museums; some images are static, others are in motion. Colors, patterns, textures, words, all coming at us at mach speed; how do we make sense of it all? By studying the Design Elements and Principles, students will begin to understand the vocabulary and syntax of the visual language. The task of this course is to equip the student with design tools sufficient to conceive and create a dynamic visual image and prepare them for their continuing design studies.

All projects will include thumbnail sketches, "research and exploration, multiple iterations and revisions, effective technical execution, on-going critical reflection and feedback, and professional delivery through verbal, and visual presentation".
(quotation from City Tech COMD Creative Design Process Document)

A weekly scrapbook will be kept. Media used are paint, paper, ink, pencil, ruler, knife, glue, and digital software for expressing graphic ideas. Additive RGB color wheel for light mixture on-screen viewing, versus subtractive CMYK color wheel for printed or painted result are compared to demonstrate the distinctions between digital and physical color translations and effect. Typographic shape as a visual language is introduced as a topic on an elementary level to relate to the page and conveyance of meaning and tone.

Prerequisite*: CUNY proficiency in reading, writing and mathematics or concurrent en-rollment in ENG 092R, ESOL 022R or 032R; ENG 092W, ESOL 021W, or ESOL 031W; MAT 0630 or MAT 0650 as required*

Hours, credits: 1 class hour, 5 lab hours, 3 credits
Assignments: Course will have nine (9) to ten (10) problems, beginning with basic ele-ments and techniques, leading to more complex and demanding projects. A design vocabulary will also be part of this course.
Grading: 25% concept,
25% studio skills,
20% attendance
10% classroom etiquette and participation,
10% quizzes and written assignments.
There will be midterm and final portfolio reviews. All work must be in proper format and presentation. All preparatory sketches should be saved.

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 includ-ing acrylic paint, brush, graphite pencil, color pencils, glue stick, exacto knife, t-square, triangle	The students will demonstrate their abil-ity 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 studies utilizing various forms of symmetrical 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 electronic color systems used in publication and web design.	Students will demonstrate competency by using CMYK and RGB color palettes to create a digital compositions.
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.

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.

<u>Simple Rules:</u>
Come to class prepared, with proper materials. Class starts promptly and coming
in late will be considered a disruption to the entire class atmosphere.
Hang up homework when you first enter the classroom.
Homework must be handed in ON TIME and will receive a reduced grade
if late. Act with respect for yourself and fellow students. A quiet work environment is
expected.
Do not use headphones, texting or phones in class. Use break time.

Attendance (College) and Lateness (Department) Policies:
A class roster roll will be taken at the beginning of each class. Only three absences may
be allowed. After three absences, a student may be withdrawn because of unsatisfactory
attendance (code WU). Students arriving after the roll is taken will be marked "late."
Students may be notified at the earliest opportunity in class after they have been absent or
late. After being absent two times or equivalent (3 lateness = 1 absence), a student may be
asked to withdraw from the class (code W before the College drop deadline, 4/9/08) or
may be withdrawn from the class (code WU).

Academic Integrity Standards
You are responsible for reading, understanding and abiding by the NYC College of Tech-
nology Student Handbook, "Student Rights & Responsibilities," section "Academic In-
tegrity 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.

TOPICS AND TERMINOLOGY

(The following projects are not necessarily in the order they will be completed. Projects
might be combined or alternated, depending on the needs of each class)
    Design Elements Intro: Line, Shape, Space, Form, Texture, Value, Color.
    Design Principles: Repetition, Proximity, Emphasis, Balance, Unity, Hierarchy,
        Structure, Contrast, Rhythm, Proportion, Economy.
    1. Line –Black and white, variety of types.
            Discuss Element of Line as expressive Design tool.
            Conceptual and abstract exercise in class expanded into Design Homework
            project
            Outcomes Understand line as expressive tool for artists and designers.
            Use line to create directional movement and rhythm in abstract composition
            Use line to suggest space and give emotional impact
    2. **Shape**: Negative/Positive. Organic/Geometric
        Outcomes:
            The recognition of positive and negative shape through analytic study based
            on organic subject.

Organic vs Geometric shape
Recognition of Ambiguous Space
Utilize shape meaningfully in Design Composition

3. Symmetry

Radial, bilateral, Asymmetry, Rhythm, Repetition.
Outcomes:

Utilize the concept of compositional balance, including symmetrical, asymmetrical and radial balance.
Identify Symmetrical and Asymmetrical structure when analyzing photographs and in advertising.
Create symmetrical structures/designs based on geometric and organic forms.

4. Value Gradation and Contrast

Outcomes:

Recognize and discuss use of gradation and contrast in advertising and art
Ability to represent gradation and contrast, in a variety of media.

5. Form 3 dimensional structures, drawing based project.

Outcomes:

Recognize the properties of form as differentiated from shape
Be able to draw basic geometric forms such as spheres, cylinders and cubes and compose in a design using hierarchy.
Use Color Contrasts in relation to planar modeling and value translation.
Have choice in color palette

6. Hierarchy/Emphasis: order of importance

study of ideas regarding emphasis, focal point, and hierarchy.
Outcome:
Ability to recognize and use visual means to create emphasis and readability in a communication design.

**Midterm. Test includes analysis of a design using relevant terminology
weeks 7-10

Elements of Color – Intro to Color theory. Color Contrasts, Color WheelColor Attributes.
Hue/Value/Chroma -A variety of exercises and design problems incorporating color theory into Design thinking, in order to use color in a formal and expressive way.
Color/Value: Collage
Color to Value translation. tints and shades, tones.
Monochrome.
Color/Temperature: Grid based design
Cool/Warm emphasis: relative placement/ Mood
Color/Chroma-(Intensity/Saturation): abstract gesture based allover design sequence
Complimentary Color Mixing, chromatic grays
Color/ Simultanious Contrast Chromatic palettes. Triads, varying intensities,
Digital:
Transparency: Using overlap of shapes to create new shapes and middle mixtures. Exercise with both abstract shape and digital photograph overlays.

11. Communication/Pictographs. Begin to explore communication in design

through language of symbols, hieroglyphs, pictograms.

Self designed pictogram/logo.
Personal Flag Project.

12. Digital Media: ePortfolio
   Discussion throughout course of interrelation between media. Project based experimentation using programs such as Adobe Photoshop and Illustrator. Understand the basic concepts of electronic color systems used in publication and web design. Discussion of CMYK and RGB color concepts and technology.

13. Final Design Project:
   Series utilizing several Design and Color Principles. Will involve research, thumbnail sketches, experimentation and final execution. Will involve content presentation- such as designing a personal emblem or flag.

Bibliography

Graphic Design Solutions
Rubin Landa
On Word Press Thomson Learning, 2007.

Visual Literacy
Judith Wilde,Richard Wilde
Watson-Guptill Publications1991

Principles of Form
Wucius Wong
John Wiley & Sons, 1993

Color Bytes: Blending the Arts and Science of Color
Jean Bourges
Specialty Marketing Group (August 1997)

Graphic Design The New Basics
Ellen Lupton and Jennifer Cole Phillips
Princeton Architectural Press
2008

Exercises in Visual Thinking
Ralph E. Wileman
Hastings House Publishers, 1980

COMD 1100 Graphic Design Principles   Carol Diamond

SUPPLY LIST   carol@caroldiamond.com

Bristol Board, Pad 11"x14"

Tracing Paper, Pad 11"x14"
Sketch paper or very smooth surface layout paper. 9"x12" or 11"x14"
Graph paper, any size (optional, can be shared)
12" or larger T-square ruler, preferably metal
plastic templates, circles, triangles, squares and/or compass to make arcs and circles
Optional: French curves

Pencils (#2H, HB, 2B) wood or Mechanical Pencils
Pencil sharpener, with hood to catch shavings
White-Out (traditional or pen forms)
Pilot Precise Pen or Pigma Micron Marker , for thick marker only, can use Sharpees,
Fine Tip Black Marker, Markers (Choose a total of three pens, which together give you
fine, medium and thick points)
Eraser (kneaded, pink pearl, or plastic)
UHUstic ("Rubs on purple, Dries clear") or rubber cement
Scissors
X-Acto Knife
¾ " masking tape or blue drafting tape

Colored pencils*: Buy pencils individually.
          There is no need to get a huge box of assorted colors:
          Canary Yellow, Process Red, True Blue, Grey, White, Black –Prismacolor, Lyra,
          FaberCastell. (The colors' names are for Prismacolor Brand pencils. *DO NOT
          get Crayola brand.)
Color Wheel
Brushes: get a set of Acrylic Brushes with brown handles OR get brushes individual syn-
thetic Nylon brushes (watercolor brushes)
Acrylic Paint: 4 oz. tubes: (The names are for Liquitex Basics):
          Cadmium Yellow Light   Hue; Quinacradone (Acra) Magenta; Cerelean Blue
          Hue; Titanium White; Ivory Black

Small Palette Knife

disposable palette or plastic flat palette, or plastic to go lid
Jars/ yogurt containers – at least 2
Paper Towels or rags
Pile of Newspapers and Magazines (slick and newsprint type paper)
Portfolio, Art Bin or another container to carry materials

Graphic Design Principles 1
Suggested Stores

<u>W.C. Art Supply</u>
351 Jay Street, Brooklyn
718-855-8078List prices with 10% student discount (bring student ID with W.C. discount card). Stocks everything we'll need in this course.

New York City 6th Ave
Blick Art Materials
21 E 13th St
(212) 924-4136
Open until 8:00 PM

New York City SoHo
148 Lafayette Street
New York City, NY 10013
Phone:
212-431-3864
Mo-Fr: 9-8 Sa: 9-7 Su: 11-6

Blick Art Materials
237 W 23rd St
(212) 675-8699
Open until 8:00 PM

Blick Art Materials Harlem
261 W 125th St, New York, NY 10027

Blick Art Materials   **Brooklyn**
536 Myrtle Avenue
Brooklyn, NY 11205-2606
Phone:
718-789-0308
Mo-Fr: 8:30-7 Sa: 10-6 Su: 10-6

<u>Artist and Craftsman Supplies</u>

761 Metropolitan Ave. Brooklyn, NY 11211
718-782-7765

<u>Staples</u>
Some materials can be bought here.