

UNIVERSITY COLLEGE OF THE FRASER VALLEY

COURSE INFORMATION

DISCIPLINE/DEPARTMENT: GRAPHIC DESIGN **IMPLEMENTATION DATE:** Jan. 8, 1996

Revised: _____

GD 113	Materials & Processes	3
SUBJECT/NUMBER OF COURSE	DESCRIPTIVE TITLE	UCFV CREDITS

CALENDAR DESCRIPTION: The course will expose students to a broad range of materials, techniques & processes. Students will acquire a greater flexibility of visual language and gain immediate hands on experience of traditional material as well as non traditional elements that are gaining recognition by Graphic Designers. The nature & function of each material will be systematically explored through a series of design problems, each demanding a personalized solution.

RATIONALE: will immerse students in an extremely broad range of visual media, both two & three dimensions, thus allowing students to make the appropriate choice of medium for solutions to communication problems.

COURSE PREREQUISITES: Admission to the Graphic Design program

COURSE COREQUISITES: FA 181, GD 153, GD 114, AH 101, GD 115

HOURS PER TERM FOR EACH STUDENT	Lecture	15	hrs	Student Directed Learning		
	Laboratory	52.5	hrs	Other - specify:		
	Seminar		hrs	<u>Critique</u>	15	hrs
	Field Experience		hrs	TOTAL	82.5	HRS

MAXIMUM ENROLMENT: 20

Is transfer credit requested? Yes No

AUTHORIZATION SIGNATURES:

Course Designer(s): Graphic Design Program

Chairperson:

Curriculum Committee

Department Head: _____

Dean:

PAC: Approval in Principle _____
(Date)

PAC: Final Approval: January 17, 1996
(Date)

GD 113

NAME & NUMBER OF COURSE

SYNONYMOUS COURSES:

(a) replaces N/A
 (course #)

(b) cannot take N/A for further credit
 (course #)

SUPPLIES/MATERIALS:

Small quantities of the following materials are required.

1. Plaster of Paris
2. Thin sheet of copper and or aluminum
3. Hand made paper & corrugated cardboard
4. Wood (Type TBA)
5. Equipment common to all classes

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

The Bauhaus: Penguin Classic
Art Fundamentals, Theory & Practice: Otto Gocvirk

OBJECTIVES:

1. To identify how the nature and choice of material is intrinsic to the design solution.
2. To practise drawing & visualising for Three Dimensions
3. To understand that Form follows Function
4. To conceive of three dimensions in a sensory, kinetic environment
5. To constantly recognise the relationship between image and viewer
6. To become aware of the Bauhaus philosophy
7. To distinguish between decorative and functional art
8. To recognise the cultural implications of Material & Process

METHODS:

Classes will be structured as a continuing hands on workshop, preceded by brief lectures, individual step by step tuition and on going commentary.

GD 113**NAME & NUMBER OF COURSE**

STUDENT EVALUATION PROCEDURE:

Students will be evaluated in the following areas:

1. Originality of concept
2. Technical mastery
3. Personal progress

Students will be expected to attend class regularly and with consistent punctuality.

The proper materials for immediate use is a pre - requisite, unless extenuating circumstances prevail.

Grade Scale

A+	95-100%	B+	75-79%	C+	60-64%		
A	85-94%	B	70-74%	C	55-59%		
A-	80-84%	B-	65-69%	C-	50-54%	P	45-49%

COURSE CONTENT

There will be five projects throughout the semester, each focusing on the innate & distinctive properties of material. Students will be expected to produce original concepts, from rough drawings through to finished piece.

1. Metal & Solder	18%
2. Bas Relief	18%
3. Wood & Enamel	18%
4. Cellulose Fibre	18%
5. Combination of up to three of the above	18%
6. Participation	10%
TOTAL	100%