

UNIVERSITY COLLEGE OF THE FRASER VALLEY

COURSE INFORMATION

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

Revised: _____

<u>GD 123</u>	<u>DESIGN</u>	<u>3</u>
SUBJECT/NUMBER OF COURSE	DESCRIPTIVE TITLE	UCFV CREDITS

CALENDAR DESCRIPTION: The course will expand on fundamental design principles and apply them to the process of creating meaningful concepts for visual communication. Students will become thoroughly familiar with the process of concept, design and presentation. A wide range of visual language will be systematically covered in order to build a richer vocabulary. All assignments will involve problem solving strategies through to finished presentation, utilizing both 2 and 3d design.

RATIONALE: will follow through from Design Fundamentals and reinforce and expand to further principles in design, including problem solving and lateral thinking techniques.

COURSE PREREQUISITES: GD 115, AH 101, GD 153, FA 181 GD 113, GD 114

COURSE COREQUISITES: GD 116, AH 102, FA 121, GD 125, GD 127

HOURS PER TERM FOR EACH STUDENT	Lecture	15	hrs	Student Directed Learning	
	Laboratory	52.5	hrs	Other - specify:	hrs
	Seminar	7.5	hrs	<u>Critique</u>	<u>7.5 hrs</u>
	Field Experience		hrs	TOTAL	82.5 HRS

MAXIMUM ENROLMENT: 20

Is transfer credit requested? **9** Yes **:** No

AUTHORIZATION SIGNATURES:

Course Designer(s): Graphic Design Program Chairperson: _____
Curriculum Committee

Department Head: _____ Dean: _____

PAC: Approval in Principle _____ PAC: Final Approval: January 17, 1996
(Date) (Date)

Design/GD 123
NAME & NUMBER OF COURSE

SYNONYMOUS COURSES:

(a) replaces Colour 1 GD 125
(course #)

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

SUPPLIES/MATERIALS:

Core materials as required by GD 153 Design fundamentals together with computer generated out put

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

Design Through Discovery: Marjorie Elliot Bevin

OBJECTIVES:

1. To understand the nature and value of each assignment
2. To be aware of how design impacts on society as a whole
3. To practice the critical process of conceptual development in order to elicit original concepts.
4. To practice with a solid understanding of legibility, articulation and the function of visual communication.
5. To acquire skills in a wide range of media in order to make the appropriate choice of medium
6. To apply lateral thinking & problem solving strategies in all stages of a project

METHODS:

As well as productive board time will be structured to include "think tank" sessions, individual tutorials, lectures & critiques.

GD 123

NAME & NUMBER OF COURSE

STUDENT EVALUATION PROCEDURE:

Emphasis will be placed on both aesthetics and articulation and therefore will be based on the originality of concept, quality of design and manner of presentation. Students will be expected to attend class regularly, unless extenuating circumstances prevail and with consistent punctuality. All stages of an assignment from rough concept through to the finished piece will be according to the instructor's deadline.

1. 2d communication problem utilizing Line (Black & white)	10%
2. 2d communication problem utilizing Form (Monochromatic)	10%
3. 2d communication problem utilizing Line, Form, Texture (Full Colour)	20%
4. 3d communication problem utilizing one choice of media (2 colours)	20%
5. 3d communication problem utilizing a combination of materials (Full colour)	30%
6. Participation	10%

TOTAL 100%

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 5 projects throughout the semester, three of which will solve problems in 2 dimensions - the remaining will utilise three dimensions. Projects will cover the various design elements of line, form and texture with consideration to positive and negative space, size, weight, repetition, subtraction, addition, contrast, motion and composition.