

GD 365

NAME & NUMBER OF COURSE

SYNONOMOUS COURSES:

(a) replaces N/A
 (course #)

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

SUPPLIES/MATERIALS:

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

Print Annual Casebooks: The Best in Environmental Graphics

OBJECTIVES:

1. To understand the ergonomics of 3d Design
2. To re - inforce the process of lateral thinking.
3. To recognise that Form follows Function
4. To design with an intrinsic understanding of material(s) in relation to the site/environment
5. To practise the art of client presentation
6. To become familiar with the relationship between designer, client and audience

METHODS:

As well as productive board time classes will be structured to incorporate small design teams, individual tutorials, lectures & critiques .

GD 365

NAME & NUMBER OF COURSE**STUDENT EVALUATION PROCEDURE:**

Emphasis will be placed on both aesthetics and articulation therefore evaluation 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. Assignment for Public use	30%
2. Assignment for Corporate Application	30%
3. Assignment for Institutional use	30%
4. 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 3 projects throughout the semester concentrating on solutions that are typically demanded by 3 distinct audiences; namely Public, Corporate & Institutional.

1. Public: will examine the signage system utilizing full colour graphic pictograms and typography. Emphasis will be placed on the student designer's ability to organise and articulate information together with directions towards key areas of the environment.
2. Corporate: will examine mural, canopy, & banner design for both internal and external purposes. Emphasis will be placed on the student designer's ability to apply a creative corporate image program whereby each piece has a dynamic life of its own.
3. Institutional: will examine the interior exhibit utilizing all pictorial elements - graphic, photographic, illustrative & typographic. Emphasis will be placed on the student designer's ability to communicate salient points of a story in a dynamic meaningful manner.