

UNIVERSITY OF SOUTHERN CALIFORNIA ROSKI SCHOOL OF ART AND DESIGN

DES 102 Design Fundamentals FALL 2019

Harris 117 T/Th 9:00 am – 11:40 am

INSTRUCTOR INFORMATION

Charla Elizabeth celizabe@usc.edu

Office Hours by appointment T/Th

Watt 103A

COURSE OUTLINE

This course offers you a hands-on approach to developing a foundation for a visual communications design practice using three distinct approaches.

SKILLS

This course will introduce you to the fundamental elements of art, principles of design, color theory and presentation techniques. We will learn about the application of these design principles in conjunction with one another and how to use these tools to create work that is both technically proficient and conceptually sound. We will also learn about the importance of the execution of your ideas, craftsmanship and presentation with regard to communicating your ideas clearly and effectively. We will focus on tactile production in various “analog” mediums.

PROCESS

Design process and design thinking are the foundations of our practice. This course will follow a structure designed to help you develop a coherent and effective process for making your work. This will include idea generation and brainstorming techniques, research techniques, experimentation and editing. We will discuss how to overcome challenges and constraints, such as time management, being creative under a deadline, working with limited resources, technical limitations, etc.

CRITIQUE

Development of a formal vocabulary enables us to verbally communicate visual phenomena and ideas around design is an important part of this course. Individual and group critiques will aid in connecting the concepts we will cover with the work you are producing. The relationship between formal issues and design concepts will be developed and strengthened.

COURSE OBJECTIVES/LEARNING OUTCOMES:

At the end of this course, students will:

- use placement and orientation to create meaning and expressive contents within a given format.
- rearrange elements to change meaning and expressive content.
- organize compositions using directional lines and basic geometric shapes to convey/change meaning.
- apply the concept of positive and negative space to black and white designs.
- employ a value scale in creating compositions.
- work through rough sketches to finished designs.
- demonstrate competence with tools, materials, and concepts.
- use the library/internet and resource material to research and enrich designs.
- discuss and employ the concepts of individual and group critiques to bring work to a successful conclusion.

PROCESS

EXERCISES AND PROJECTS: Hands on assignments will be divided into two groups. Exercises will focus on developing technical skills and establishing an understanding of the fundamental principles of design. Projects will provide a context for the application of those skills. We will focus on implementing formal principles in order to relay conceptual ideas.

GROUP CRITIQUES: Group critiques and class discussions are a vital part of this course. They allow you to practice the formal vocabulary necessary to communicate visual ideas, as well as provide feedback on the work. Participation in critiques factors into the grade for each project.

EXAMS: A Mid-term and Final Exam will be administered.

SKETCHBOOK: You will be required to start and maintain a sketchbook that contains a collection of ideas, images, notes, scribbles, poems etc. You will need this as a reference and inspiration for projects. Sketchbooks will be collected and graded at midterm and at the end of the semester.

LOCKERS: There are a limited number of lockers available outside the classroom that you may use. They are available on a first come first served bases. You will need to label the locker with your name, class name and semester and provide your own lock.

MEDIA: You may use your laptop, smartphone or iPod for listening to music or doing research during studio time, however, using social media, texting, emailing and other non-class related activities are not permitted during studio time. If you misuse your media during studio time you will lose that privilege entirely. Please make sure your phone is set to “silent” before entering the classroom.

REQUIREMENTS + EXPECTATIONS

READINGS: Readings will be assigned throughout the semester to enhance your understanding of the subject matter.

HOMEWORK: On average, you will need to spend six hours a week completing projects outside of class time.

SUPPLIES: In addition to the preliminary supply list (see attached) you may need additional materials for specific projects during the semester. You are responsible for having all the necessary supplies on hand for each class meeting. Not having the required materials at each class session will affect your participation grade.

Required Readings:

Various handouts, short essays and videos posted on Blackboard under ‘Content’

Recommended

The Interaction of Colors, Joseph Albers

The Elements of Color, Johannes Itten

Art and Visual Perception, Rudolph Arnheim

BLACKBOARD: This course is posted on Blackboard. You can find course materials posted on the site and you will receive course announcements via this site. Please make sure that your USC email account is active and that you check it regularly as that will be the account used to communicate with you via the Blackboard system. <https://blackboard.usc.edu>

ATTENDANCE

- Due to the nature of this studio course, attendance is mandatory.
- 3 or more unexcused absences will result in a lowered grade. Only absences accompanied with a signed doctor’s note are considered excused. For each subsequent absence (excused or otherwise) the student’s letter grade will be lowered by the following increment: 1 absence over 3 = the lowering of the final course grade by one full grade.
- Being absent on the day a project or critique is due can lead to an F for that project or critique.
- Tests, quizzes, exams and the final critique cannot be made up. Failure to attend class on those days will result on an F for that test, quiz, exam or final project.
- Tardies can accumulate and become equivalent to an absence. 3 tardies equal one absence. Any student not in class after the first 5 minutes is considered tardy.
- Students will be considered absent if they leave before the class has ended (without the instructor’s approval) or if they take un-approved breaks that last longer than 15 minutes.
- Arriving late, leaving early, making poor use of class time or arriving without proper supplies will be considered a tardy and can severely affect student’s grade.
- Students are responsible for announcements and assignments missed due to an absence.
- Absence is not an excuse for late work. All late work will be deducted one full grade per late class meeting.
- More than 5 absences will automatically result in a failing grade. NO EXCEPTIONS.
- All students must attend the final critique to receive a grade for the final project. NO EXCEPTIONS.

EVALUATION + GRADING

- The quality of the work submitted will be the most important criterion. This includes resolution and presentation of ideas, attention to detail, level of craftsmanship, and overall presentation.
- Commitment to the work and the creative process as exhibited by research, materials located and processes completed outside of class. The level of experimentation and risk taking demonstrated by this commitment.
- Participation in class discussion, group critiques and presentation of preliminary sketches.
- Understanding of terms and issues relating to the specific project.
- Mid-term and Final exam grades are factored into your overall score.

GRADING SCHEME

A	4.0 or 94 – 100%
A-	3.75 or 90 – 93 % Student performs in an outstanding way. Student exhibits excellent achievement and craftsmanship in all work. Student exceeds the design criteria and challenges him/herself to seek fresh solutions to design problems. Student exhibits commitment to expanding ideas, vocabulary and performance.
B+	3.5 or 87 – 89 %
B	3.0 or 84 – 86%
B-	2.75 or 80 – 83 % Student performs beyond the requirement of the assignments. Student exhibits above average progress and craftsmanship. Student meets and exceeds the design criteria. Student exhibits above average interest in expanding ideas, vocabulary and performance.
C+	2.5 or 77 – 79%
C	2.0 or 74 – 76%
C-	1.75 or 70 – 73% Criteria of assignment are met, and all requirements are fulfilled. Student exhibits average progress and improvement. Student spends the minimum time and effort on the assignments. Student exhibits moderate interest in expanding ideas, vocabulary and performance.
D+	1.5 or 67 – 69%
D	1.0 or 64 – 66%
D-	0.75 or 60 – 63% Student performance is uneven, and requirements are partially fulfilled. Student exhibits minimal output and improvement in work. Student does not meet the design criteria in all assignments. Student exhibits minimal interest in expanding ideas, vocabulary and performance. Student's attendance, participation and class involvement is less than adequate.
F	0 or 59% Student fails to meet a minimum of performance levels. Student does not exhibit achievement, progress or adequate levels of craftsmanship in any assignment. Student work is consistently incomplete or unsuccessful. Student's attendance, participation and class involvement is inadequate.

GRADE DISTRIBUTION

Projects, Exercises 60%
Participation & Attendance 10%
Exams 30%

A progress grade can be given at midterms. However you are encouraged to meet with me at any time if you have questions or concerns about your performance in the class.

TENTATIVE SCHEDULE

(subject to change)

Week 1	Introduction to the Course, Seeing and Visual Perception
Week 2	Design Process
Week 3	Elements of Design Overview
Week 4	Line
Week 5	Line, Introduction to Space and Form
Week 6	Space and Form
Week 7	Space and Form, Texture
Week 8	Midterm Exam
Week 9	Value, Introduction to Color
Week 10	Color
Week 11	Color Harmonies, Introduction to the Principles of Design/Composition: Unity
Week 12	Principles of Design/Composition: Harmony, Rhythm, Symmetry/Asymmetry, Balance
Week 13	Principles of Design/Composition: Hierarchy / Rule of Thirds
Week 14	Principles of Design: Scale/Proportion, Final Project Proposal Due
Week 15	Progress Review
Week 16	Final Project Due
Week 17	Final Exam

ACADEMIC CONDUCT

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu> or to the *Department of Public Safety* <http://adminopsnet.usc.edu/departments/departments-public-safety>. This is important for the safety of the whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage <http://sarc.usc.edu> describes reporting options and other resources.

SUPPORT SYSTEMS

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

SUPPLY LIST

A course supply kit is available for purchase over the phone through Blick Art Supplies (Beverly Blvd location) at the beginning of the semester. The kits will be delivered to classroom during the first week of classes. Late orders must be picked up at the Beverly Blvd location by the student.

Class Kit

Bristol paper pad, 14"x17" (smooth)
Drawing pad, 11"x14"
10 - Illustration boards, black 10"x14"
Tracing paper, 14"x17" pad, or 12" roll
Artist tape, medium tack, white Winsor
Newton Designer Gouache Ivory black (1 large tube)
Permanent white (1 large tube) 3
tubes Primary Red
3. Tubes Primary Blue
4. tubes Primary Yellow
Paint brushes: soft synthetic, flat 1" 3
- 2oz re-sealable paint containers
Palette for mixing paint: flat Plexiglass or sealed board is best
Palette knife
2- Eyedroppers
X-acto knife, #1 blades (at least a 15 count pk)
Utility knife
Archival paper cement Rubber
cement pick-up eraser Glue
brushes
Double sided tape, permanent
Cutting mat, 12"x18"

T square, 18", marked with inches
Various drawing supplies:
Pencils, various
Sharpener
Pens (microns & sharpies)
Eraser
Aluminum triangle, 6" Portfolio/carrying case, 14"x17" (water resistant, with shoulder strap)
Artbin or tackle box

Required but not included in kit

Sketchbook/ journal
Compass Towel/rags/
old t-shirt Scissors
2 - Water containers, large
Color pencils

Optional

Brushes: Flat 1/2", Round: #00, #1, #3
Prismacolor markers & pencils
Coloraids
Brush cleaner
India ink

Blick Art Supplies (course kit available at this location only)
7301 West Beverly Boulevard Los Angeles, CA 90036.
Phone: (323) 933-9284
Hours: M-F 9am – 8pm, Sat 9am – 7pm, Sun 10am – 6pm