



## **DES 102 Design Fundamentals**

**Units: 4**

**Fall 2020 — Monday/Wednesday — 3:00pm - 5:40pm**

**Location:** Online Zoom Platform

**Instructor: Charla Elizabeth**

**Office:** Online

**Office Hours:** Office Hours by appointment M/W Online

**Contact Info:** celizabe@usc.edu

### **Course Description**

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.

#### **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.

### **Learning Objectives**

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 form 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 will be administered.

**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.

## **Course Notes**

### **Required Readings and Supplementary Materials**

Various handouts, slide shows, short essays and videos may be posted on Blackboard

Recommended

The Interaction of Colors, Joseph Albers The Elements of Color, Johannes Itten

Art and Visual Perception, Rudolph Arnheim

[http://dl.booktolearn.com/ebooks2/art/artrelated/9780073379272\\_Art\\_Fundamentals\\_5fd0.pdf](http://dl.booktolearn.com/ebooks2/art/artrelated/9780073379272_Art_Fundamentals_5fd0.pdf)

**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 excuse or unexcused absences will result in a lowered grade. 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 10 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.

## **PARTICIPATION AND ATTENDANCE POLICY under COVID (15%)**

Participation and attendance policy for ZOOM / COVID situation:

All students are expected to engage deeply in class discussion. Student must complete the viewings of films/ art and required readings before the seminar meeting in order to participate in discussion.

Due to COVID restrictions class will take place over Zoom. Individual and small group meetings may be planned for face-to-face interaction if the legal (state, city, county) situation allows.

Attendance policy: Participation is REQUIRED for every class meeting. You are expected to show up on Zoom in every class, on time, prepared, and engaged. Students who miss more than 2 classes without a medical excuse or family emergency in writing will receive a deduction of half a letter grade for the course; a further half grade will be deducted for each 2 additional classes missed. Students who have more than 5 unexcused absences (i.e., those absences that have not been cleared with professor) will receive a failing grade for the course. Habitual tardiness is not acceptable. Three tardies equals one absence, with consequences as above.

\*\*\*You must email the professor ahead of the beginning of the semester if you have any issues attending every class synchronously and using your computer video camera to be visible during class. If you have an issue only for one or two classes, make arrangements before the class begins.\*\*\*

Class etiquette: MUTE your sound unless you are called on or have something to contribute. Turn off cell phones before class. Laptops may be used to make notes and for Zoom only. Students who are obviously surfing, checking email, watching videos/television, or similar will be asked to leave Zoom and marked absent for that day with results per the above.

## 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 Breakdown

Including the above detailed assignments, how will students be graded overall? Participation should not exceed 15% of the total grade. Where it does, the syllabus must provide an added explanation. No portion of the grade may be awarded for class attendance but non-attendance can be the basis for lowering the grade, when clearly stated on the syllabus. The sum of percentages must total 100%.

| Assessment Tool (assignments) | % of Grade |
|-------------------------------|------------|
| Participation and Attendance  | 15         |
| Projects and Exercises        | 55         |
| Exam and Final Project        | 30         |
|                               |            |
| <b>TOTAL</b>                  | <b>100</b> |

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.

## Grading Scale

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.

### Assignment Submission Policy

Assignments are due at the beginning of each class unless otherwise instructed. 10 points will be deducted from your grade for each class session the homework is overdue. After 3 delays, the homework will receive a zero. Absences are not an excuse for late work.

### Course Schedule: A Weekly Breakdown

|               | Topics/Daily Activities                                  |
|---------------|--|
| <b>Week 1</b> | Introduction to the Course, Seeing and Visual Perception |
| <b>Week 2</b> | Elements of Design: Space and Dots                       |
| <b>Week 3</b> | Elements of Design: Line and Line Function               |
| <b>Week 4</b> | Elements of Design: Shape and Texture                    |
| <b>Week 5</b> | Elements of Design: Texture, Form and Depth              |
| <b>Week 6</b> | Value, Light and Shadow                                  |
| <b>Week 7</b> | Midterm Exam, Value Light and Shadow Continued           |
| <b>Week 8</b> | Introduction to Color Part One, Color Part Two           |

|                |   |
|----------------|---|
| <b>Week 9</b>  | Monochromatic Scales, Color Harmonies, Gestalt, Introduction to the Principles of Design: Unity |
| <b>Week 10</b> | Principles of Design: Focal Point/Emphasis/Scale and Proportion                                 |
| <b>Week 11</b> | Principles of Design: Balance, Symmetry/Asymmetry, Movement/Rhythm                              |
| <b>Week 12</b> | Principles of Design: Hierarchy   |
| <b>Week 13</b> | Composition, Golden Ratio, Begin Final Project  |
| <b>Week 14</b> | Study Week  |
| <b>Week 15</b> | Final Project Work  |
| <b>FINAL</b>   | <b>Monday, November 23, 2:00pm - 4:00pm</b>   |

### Statement on Academic Conduct and Support Systems

#### 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 Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](http://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

#### Support Systems:

*Counseling and Mental Health* - (213) 740-9355 – 24/7 on call  
[studenthealth.usc.edu/counseling](http://studenthealth.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline* - 1 (800) 273-8255 – 24/7 on call  
[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention Services (RSVP)* - (213) 740-9355(WELL), press “0” after hours – 24/7 on call  
[studenthealth.usc.edu/sexual-assault](http://studenthealth.usc.edu/sexual-assault)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED)* - (213) 740-5086 | *Title IX* – (213) 821-8298  
[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

*Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298*

[usc-advocate.symplicity.com/care\\_report](https://usc-advocate.symplicity.com/care_report)

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](https://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/ notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Campus Support and Intervention - (213) 821-4710*

[campussupport.usc.edu](https://campussupport.usc.edu)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](https://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](https://dps.usc.edu), [emergency.usc.edu](https://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](https://dps.usc.edu)

Non-emergency assistance or information.

A course supply kit is available for purchase over the phone through Blick Art Supplies at the beginning of the semester. See flier below. Please order early. You will be responsible for having the materials. An itemized list is provided as well.

## Class Kit

**BLICK**  
art materials

**Your art supplies for this course**

**USC DES 102**

Instructor: ALL (FALL 2020)

**Your Kit Price = \$139.60** *(Price includes tax)*

***\*Kits and discounted price are not available online, only through your Beverly Blvd store!***

Kits available to order or reserve by phone, beginning August 1<sup>st</sup>, 2020

### **4 Easy steps to be 100% prepared for your class:**

1. Contact Blick @ (323) 933-9284. If you cannot get through, please email us at [250@dickblick.com](mailto:250@dickblick.com) with your contact info, and we will get back to you ASAP.
2. Inform Blick Associate which class you are enrolled in to purchase kit.  
→ (Kit #73853-1001) ←
3. Be prepared to provide credit card type, card #, expiration, and contact information. Receipt will be sent via email same day as delivery.
4. Choose to have your kit delivered to you via FedEx ground for a fee (ask and associate for details/options), or choose store pick up/curbside to avoid delivery fees!

During this call, we may collect personal information that allows us to identify you and fulfill your request such as your name and contact information. We also collect your credit or debit card number for purposes of completing your purchase. For more information on how we collect and use your personal information, please see our Privacy Policy listed on our website at [www.DickBlick.com](http://www.DickBlick.com) "If you are a California resident, you have certain rights under the California Consumer Privacy Act. For more information, including your right to opt-out of the sale of your personal information, please see our California Privacy Policy listed on our website at [www.DickBlick.com](http://www.DickBlick.com). "

**Los Angeles – 7301 W Beverly Blve – Los Angeles, CA 90036**



## CLASS SUPPLIES AND MATERIALS INCLUDED IN THE KIT

| Item #   | Qty | Description  |
|--|-----|--|
| <a href="#">10314-1055</a>                                       | 1   | BLICK DRAWING PAD/11INCH X 14INCH 80LB 70/SHEET        |
| <a href="#">13404-2015</a>                                       | 1   | S BLK ILL BD/BLK 15X20 100                             |
| <a href="#">10214-1000</a>                                       | 1   | SKETCH ROLL/WHITE 12INCH X 20YARD 18LB                 |
| <a href="#">57413-1511</a>                                       | 1   | XACTO BLADES/NO11 DISPENSER                            |
| <a href="#">24115-1001</a>                                       | 1   | 3M SCOTCH 136 TAPE/1/2INX250IN DBL SIDED               |
| <a href="#">57522-7506</a>                                       | 1   | ALVIN PRO CUTTING MAT/12 X 18IN GREEN / BLACK          |
| <a href="#">21002-1000</a>                                       | 1   | ALVIN VINYL ERASER/WHITE EACH                          |
| <a href="#">04958-1001</a>                                       | 1   | SILK PAINTING ACCESSRS/DROPPER EACH                    |
| <a href="#">04955-0003</a>                                       | 3   | LA CONS LID CONTANRS/1 OZ. FLIP TOP                    |
| <a href="#">21383-2020</a>                                       | 1   | SHARPIE CHISEL TIP/BLACK                               |
| <a href="#">03117-1094</a>                                       | 1   | BLCK STL PLT KNIFE RGM/STYLE 094                       |
| <a href="#">05856-1001</a>                                       | 1   | DB SCHOLASTIC WHT WC FLT/SCHLSTC 1IN WASH              |
| <a href="#">24908-1002</a>                                       | 1   | CREPE RUB CEMENT PKUP/2IN                              |
| <a href="#">20702-2004</a>                                       | 1   | PIGMA MICRON PEN/05 BLACK .45MM POINT                  |
| <a href="#">24143-1260</a>                                       | 1   | BLICK/UTR ARTIST TAPE/UTR ARTIST TAPE .5 X60YD WHITE   |
| <a href="#">23902-1004</a>                                       | 1   | RUBBER CEMENT/BEST TEST RUBBER PAPER CEMENT 4OZ        |
| <a href="#">57420-2050</a>                                       | 1   | XACTO KNIFE/GRIPSTER BLK W/CAP                         |
| <a href="#">16974-2016</a>                                       | 1   | DB MESH ZIPPER BAG/BLK ZIP TRIM 12X16                  |
| <a href="#">13329-2023</a>                                       | 2   | BLICK BRISTOL PAD/9INCH X 12INCH 100LB SMOOTH 15/SHEET |
| <a href="#">00727-2023</a>                                       | 1   | BLICK MATTE ACRYLIC/BLACK 2OZ                          |
| <a href="#">00727-1023</a>                                       | 1   | BLICK MATTE ACRYLIC/WHITE 2OZ                          |
| <a href="#">00727-5463</a>                                       | 1   | BLICK MATTE ACRYLIC/BLUE DEEP 2OZ                      |
| <a href="#">00727-3723</a>                                       | 1   | BLICK MATTE ACRYLIC/RED DEEP 2OZ                       |
| <a href="#">00727-4293</a>                                       | 1   | BLICK MATTE ACRYLIC/YELLOW BRIGHT 2OZ                  |
| <a href="#">56017-3012</a>                                       | 1   | BLICK TRIANGE/BLICK TRIANGLE 30/60 12IN                |
| <a href="#">56017-3006</a>                                       | 1   | BLICK TRIANGE/BLICK TRIANGLE 30/60 6IN                 |
| <a href="#">03070-1020</a>                                       | 1   | WOODEN PALETTES/RECTANGLE 12X16                        |
|  |     |  |
|  |     |  |
| Adam Crouse  <br>Western District<br>Sales & Outreach<br>Manager |     |  |
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