Design Studio I

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to schedule an appointment,
email the address above

FINE 3215   ARTS
SPRING 2013   ROOM 194

In a design laboratory students learn to turn ideas into visual solutions through the application of design principles. Through lectures, writings, readings, discussion and critiques of projects assigned students will build visual literacy in relation to digital design. Note: Priority seating given to digital design majors. Prereq: Digital Design majors: passed portfolio review, FINE 2405, 2415 can be taken concurrently with 3414 and 3424. Digital Design minors: FINE 2405 and 2415 or permission of instructor.

We only think when we are confronted with problems.

—John Dewey, Experience and Education

Course Learning Outcomes

Knowledge

• Students will be introduced to design processes and protocols and their importance to achieving good final product
• Students will be understand the foundations and principles of design
• Students will begin to earn the importance of research, the skills to conduct and apply visual research to production
• Students will be able introduced to how to present and discuss their creative process and work in a professional manner
• Students will be introduced to design and art theory
• Students will understand the importance of conceptualization as it relates to the creative process.
• Students will learn how art informs design and vice versa

Skills

• Learn research skills and protocols
• Learn methods of observation and its application to design problems
• Learn organizational and production skills
• Learn the importance of audience, demographics and context
• Learn form, balance, and composition, hierarchy, flow, units and systems of shapes, patterns
• Learn color as it relates to design – subtractive and additive, color resolution, brightness, saturation, temperature, contrast, typographic factors, color relationships
• Learn what design aesthetics are and how they apply to creative practice
• Learn the importance of experimentation and investigation to the design process
• Learn the language of design and work towards fluency in the language of design
• Learn art/design theory as it applies to authorship, image reproduction and degradation, representation and gender

Dispositions

• Students will understand the aspects of visual research including process as research,

College of Arts & Media

Vision *art changing lives*

Mission

The College of Arts & Media exists at the intersection of art, technology, and commerce, and as such, faculty and students use powerful art making, expansive teaching/learning, and strategic service to connect deeply with the arts disciplines and the creative industries—as these currently exist and as they might become.

Values

Experimentation and Innovation
Excellence and Professionalism
Community
Creative Research and Scholarship
Leadership

Entrepreneurship
Technological Innovation
Critical Thinking
Diversity, Accessibility, and Equity
Intellectual Freedom and Artistic

Integrity
Sustainability
Civic Engagement
Experiential Learning
Social Responsibility

defining problems, divergent research, synthesis of research and artistic research
• Students will understand the importance of pre-production and relevance of storyboarding and sitemaps
• Students will understand the importance of conceptualization as it relates to the creative process.
• Students will begin to understand how art informs design and vice versa
• Students will begin to understand design as professional practice and their role within the design process

Texts and Supplies

Required Text

Graphic Design: The New Basics
by Ellen Lupton & Jennifer Cole Phillips
Publisher: Princeton Architectural Press
ISBN- 978-1-56898-702-6

Supplemental readings will be available on Blackboard.

Recommended Texts

Grid Systems in Graphic Design/Raster Systeme Fur Die Visuele Gestaltung (Hardcover)
Josef Muller Brockmann (Author)
ISBN 10: 3721201450
ISBN 13: 978 3721201451
Publisher: Arthur Niggli; Bilingual edition (October 2001)

The Elements of Typographic Style [Paperback]
Robert Bringhurst (Author)
ISBN 10: 0881792063
ISBN 13: 978 0881792065
Publisher: Hartley and Marks Publishers; 3rd edition (October 9, 2004)

Moving Type: Designing for Time and Space
by Matt Woolman and James Bellantoni
Publisher: RotoVision (©2000, is now out of print)
ISBN 2 88046 369 6

Meggs' History of Graphic Design (Hardcover)
by Philip B. Meggs (Author), Alston W. Purvis (Author)
Publisher: Wiley; 4 edition (December 7, 2005)
ISBN 10: 0471699020
ISBN 13: 978 0471699026

Web Standards Creativity: Innovations in Web Design with
XHTML, CSS, and DOM Scripting (Paperback)
by Andy Budd
Publisher: friends of ED (March 19, 2007)
ISBN 10: 1590598032
ISBN 13: 978 1590598030

Type in Motion 2
by Matt Woolman
Publisher: Thames & Hudson (November 1, 2005)
ISBN 10: 0500512434
ISBN 13: 978 0500512432

Recommended Items

1. Digital camera or equivalent
2. Flash drive
3. Portable Firewire Drive – 60 GB or larger, 7,200 RPM or Solid State drive is strongly recommended. If not using for video, USB 2.0 drives are also acceptable.
4. Paper for color printing and presentation

Course Announcements

All notifications will be sent by email to your official ucdenver.edu email address exclusively. If you do not have a ucdenver.edu address you must activate it in order to get emails and have access to the Blackboard system for discussions and other course materials which will be posted online.

Class Format

Lecture
Presentations will include relevant artists, designers and studios, discussion of readings and detailed scenarios of professional practice, discussion of readings both in class and on-line using Blackboard.

Research
Much of this class will be devoted to understanding the "rules" of design and its function in contemporary culture. Each project will have a specific goal but should also be considered an opportunity for you to explore constraint, creativity and meaning-making.

Critiques
On the project due date there will be a critical discussion and presentation of the work with fellow students and faculty.

Projects
Four major projects will be assigned that will demonstrate a sophisticated knowledge of the foundations of design and its appropriate use in design. The integration of image, type, and content is important to each project assignment. Two will be collaborative.

Tests
Three tests will be given throughout the semester on the readings and class discussions.

Students with Special needs

If you have special needs please contact me during my office hours and be sure that you have registered with Disability Resources and Services (Arts Building, room 177, (303) 556 3450)

Course Policies

Homework/Classwork Expectations
This is a studio class and will be taught as such. Students should prepare and bring the required materials in class to work on each project, significant class time will be available for work and in progress critiques.

MISSED/LATE ASSIGNMENTS

Projects are due at the beginning of class on the due date. Submitting a project on-time means that you are physically in class on the project due date, submit complete work at the beginning of class, and participate fully in the project critique. Work that is turned in after the beginning of class, or is not complete at the beginning of class is considered late. Any work turned in late will be worth a MAXIMUM of 50% of the specified point value and will be accepted up to the next class session. Any student who misses critiques or fails to turn in all homework and/or papers for the semester will fail the course.

PROCESS JOURNAL

Students are required to create a journal, akin to a sketchbook, for completion of projects given in class, as well as to record all aspects of your process. If you prefer, you may use tumblr, wordpress or a digital method for archiving project elements. For each project, include and complete the following items:

1. 4 to 5 resource images (computer printouts, photos, or images from magazines, newspapers, or museum publications) of various works that demonstrate the design concepts for each project. Images that do not correlate to the project do not count. Label each image with that artist's name, title of work, media/materials used, size of work, and source of image. No duplicates can be used.
2. For static projects: A minimum of 3 color sketches, 4" x 5" in size, of your project's possible design options. For motion projects: a complete storyboard
3. A 2-3 paragraph self critique of your finished product, discussing how well you used the required design elements/principles, and any other positive or negative feedback you would like to give yourself.

The process folio for each project will be checked throughout the semester during class. The best way to create this book is to get a 2-3" binder and fill it with white sketch paper, Bristol board, and/or tracing paper. Journal assessment for each project is equally weighted.

GRADING

Grades for the semester will be calculated as follows:
Projects = 150 possible points each project
Exercises = 50 possible points each exercise
Journal/Research = 20 possible points each evaluation (evaluated at mid-term and final)
Quizzes and Tests = 50 points each quiz/test
Progress/participation = 10 points for each progress or participation check
Final grades will be based on the standard scale (below), a calculated percent of total possible points for the semester.

GRADE	POINTS PERCENTAGE
A	OVER 92.5%
A-	90 – 92.499%
B+	87.5 – 89.999%
B	82.5 – 87.499%
B-	80 – 82.499%
C+	77.5 – 79.999%
C	72.5 – 77.499%
C-	70 – 72.499%
D	60 – 69.999%
F	UNDER 60%

Blackboard and Email

All communication through email will take place exclusively using the ucdenver.edu official email addresses that you are required to activate this semester. I plan to use the Blackboard system to post grades, make announcements, post the syllabus and to conduct class discussions.

Online Discussions are a required component of this class, you must have access to Blackboard and be able to post to any discussion forums. See "Participation" above for specific grading criteria and weighting.

Course Plan

01/23/13	Introduction - Syllabi Review - Prerequisite Review Assign Exercise - Horizontal Compositions Due 1/28 Work on Exercise -Horizontal Compositions, Why be a designer? Read – Graphic Design pp 12-27
01/28/13	Exercise - Horizontal Compositions Due today Assign Exercise - Horizontal/Vertical Compositions Due 2/04 Begin Project 1 Supplemental reading Language Theory and Graphic Design -- Written Response on Blackboard Due 2/04
01/30/13	Rhythm and Balance - Read Graphic Design pp 28–39 AIGA Design Process Rules of Design
02/04/13	Exercise - Horizontal/Vertical Compositions Due today Assign Exercise - Diagonal Compositions Due 2/11 Scale Read Graphic Design 40–51 Supplemental reading – Super Size It: Scale in Art and Advertising http://edu.warhol.org/aract_supersize.html
02/06/13	Texture Read Graphic Design- 52–69 Supplemental Reading Magic Box - David Crow Written Response on Blackboard Due 2/13
02/11/13	Exercise - Diagonal Compositions Due today Color & Work Day Read Graphic Design- 70–83
02/13/13	Project 1 is due Critiques
02/18/13	Project 1 is due Critiques
02/20/13	Figure and Ground - Exercise Figure and Ground Due 02/27 Read- Graphic Design - 84–99 Supplemental Readings- AIGA Designer of 2015 trends
02/25/13	Framing 101, Begin Project 2 Read Graphic Design 100–113 Cropping http://www.davidairey.com/cropped-logo-design-inspiration/
02/27/13	Hierarchy Read Graphic Design 114–125 Exercise Figure and Ground Due today
03/04/13	Work Day Progress Check and Process Critiques
03/06/13	Layers - Layers Exercise Due 3/13 Read Graphic Design 126–145 Supplemental Reading - First Things First Manifesto 2000 Written Response due 3/13
03/11/13	Transparency Read Graphic Design 146–157
03/13/13	Midterm Written Test
03/18/13	Project 2 is due Critiques

03/20/13	Project 2 is due Critiques
03/25/13	Spring Break - no classes
03/27/13	
04/01/13	Modularity-Begin Project 3 The Grid - Grid Exercise Due 4/08 Read Graphic Design 158–183
04/03/13	The Grid
04/08/13	Project 3 is due Critiques
04/10/13	Project 3 is due Critiques
04/15/13	Pattern, Begin Project 4 Read Graphic Design 184–197 Supplemental Reading - Digital Storytelling- Creating a New Project- Written Response due 4/22 http://www.storycenter.org/cookbook.pdf
04/17/13	Diagrams Read Graphic Design 198–213
04/22/13	Time / Motion & Rules and Randomness Read graphic Design 214–243
04/24/13	Work Day
04/29/13	Work Day
05/01/13	Work Day Final Exam
05/06/13	Work Day
05/08/13	Work Day
05/13–05/18/13	Date TBA - Project 4 is due Critiques

Issues

Art History scholarship and Art Studio practice, along with art teaching and learning, are complex endeavors. They involve the critical exploration of ideas, theories, art-making practices, and art movements, and encompass such things as the human body, sexuality, race, gender, ethnicity, politics, strong languages, religions, and cultures. This course may cover one or more of the above categories and each student will be required to be an active participant in all course assignments, discussions, and tests. Given this information, it is the student's obligation to determine whether the course content and requirements conflict with the student's core beliefs. If a student determines that there is a conflict with his or her core beliefs, one of the following actions must be taken prior to the last day to drop a course without penalty: 1) drop the class; 2) meet with the instructor to determine if an accommodation can be made. Faculty will ascertain if an accommodation can be made; however, faculty are not required to grant content accommodations.

If critiques, discussions, or lectures are not being conducted in a way that is beneficial for you, please come by my office or email me so that we can discuss and make constructive changes.

Additional Documents

Additional policies for this course (for the entire Digital Design area) are covered in the following documents:

Attendance and Course Work.pdf
CAM Syllabus Addendum Spring 2013 approved Final.docx
Evaluation of Semester Grades.pdf
Explanation of Assignment Grading Critieria.pdf

These documents are considered part of this course syllabus, and are found in the "Documents" section of Blackboard".