



**Design 251**  
Department of Industrial, Interior, and  
Visual Communication Design  
HC 364 / M W F 11:30 A.M. – 2:18 P.M.

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## Design 251: Basic Design 1

<b>Description</b>	Introduction to design theories, methods, and form making with emphasis on visual language and visual encoding practices.
<b>Format</b>	This is a progress-oriented studio course that requires active student participation. Class meets three days a week for 2.75 hours each day. The course is comprised of lectures, presentations, assignments, participatory activities and individual meetings. Students are encouraged to utilize classroom and departmental facilities to conduct their project exercises.
<b>Objectives</b>	The aim of this course is to provide a thorough basis in research, principles, methods, form and meaning of two and three dimensional design. The course is structured to develop a solid foundation applicable into the various design majors.
<b>Context</b>	The program incorporates the study and skill building of theoretical and pragmatic issues framed around the constraints and potentialities of current technology within the practice of design. Students will apply design principles towards a series of studies using hand-graphics, simple 3D modeling, and digital media.
<b>Content</b>	<b>Observational Development</b> - Sketching, ideation, recording etc. <b>Interaction of Form</b> - Proportion, ratio, progression, patterns etc. <b>Basic Visual Elements</b> - Point, line, plane, volume and space. <b>Form and Function</b> - 2D and 3D fundamentals. <b>Object Communication</b> - Pictograms, icons, signs, symbols etc. <b>Final Course Documentation</b> - Process binder and F.C.D.
<b>Participation &amp; Attendance</b>	Students will be <b>expected</b> to come to class <b>motivated, prepared,</b> and exhibit a professional work ethic towards <b>excellence</b> in all assignments and activities.  Attendance is taken each class through a sign-in sheet. It is your responsibility to sign-in during each class. Unexcused absences will result in the final grade being lowered by a letter for each class missed. It is your responsibility to get any assignments or notes if you miss class. E-mail or call me if you will be missing class and explain why you are not coming. No contact with regards to missing class will be considered an unexcused absence. <b>No exceptions!</b>
<b>Grading &amp; Evaluation</b>	Each of the assignments are graded on a 100 point scale, (A to E). Grade will be determined by an overall average of assignments given in the duration of the course. Extra credit is not available. Late assignments will <b>not</b> be accepted.  <b>A</b> (100 – 95) <b>A-</b> (94 – 90) <b>B+</b> (89 – 87) <b>B</b> (86 – 84) <b>B-</b> (83 – 80) <b>C+</b> (79 – 77) <b>C</b> (76 – 74) <b>C-</b> (73 – 70) <b>D+</b> (69 – 65) <b>D</b> (64 – 60) <b>E</b> (59 – 0)  Some of the evaluation criteria is as follows: <b>R</b> Research - Collection, organization and presentation of relative data. <b>A</b> Analysis - Ability to appraise and define a problem / solution. <b>I</b> Ideation - Conceptual generation of ideas and iterations. <b>PR</b> Presentation - Professional presentation and articulation of work. <b>P</b> Participation - Motivation, enthusiasm and commitment.