



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

Description	Introduction to design theories, methods, and form making with emphasis on visual language and visual encoding practices.
Format	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.
Objectives	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.
Context	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.
Content	Observational Development - Sketching, ideation, recording etc. Interaction of Form - Proportion, ratio, progression, patterns etc. Basic Visual Elements - Point, line, plane, volume and space. Form and Function - 2D and 3D fundamentals. Object Communication - Pictograms, icons, signs, symbols etc. Final Course Documentation - Process binder and F.C.D.
Participation & Attendance	Students will be expected to come to class motivated, prepared, and exhibit a professional work ethic towards excellence 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. No exceptions!
Grading & Evaluation	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 not be accepted. A (100 – 95) A- (94 – 90) B+ (89 – 87) B (86 – 84) B- (83 – 80) C+ (79 – 77) C (76 – 74) C- (73 – 70) D+ (69 – 65) D (64 – 60) E (59 – 0)

Some of the evaluation criteria is as follows:

- R** Research - Collection, organization and presentation of relative data.
- A** Analysis - Ability to appraise and define a problem / solution.
- I** Ideation - Conceptual generation of ideas and iterations.
- PR** Presentation - Professional presentation and articulation of work.
- P** Participation - Motivation, enthusiasm and commitment.