STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

MASTER SYLLABUS

GMMD 102– INTRODUCTION TO DESIGN

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CANINO SCHOOL OF ENGINEERING TECHNOLOGY
GRAPHIC AND MULTIMEDIA DESIGN
FALL 2018

A. <u>**TITLE**</u>: **INTRODUCTION TO DESIGN**

B. % <u>**COURSE NUMBER**</u>: **GMMD 102**

C. % <u>**CREDIT HOURS**</u>: **(Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)**

> **# Credit Hours: 3**
> **# Lecture Hours: 2 per week #**
> **Lab Hours: 2 per week**
>   **Other: per week**
>
> **Course Length: 15 Weeks**

D. <u>**WRITING INTENSIVE COURSE**</u>: **NO**

E. <u>**GER CATEGORY**</u>:

F. <u>**SEMESTER(S) OFFERED**</u>: **_FALL AND SPRING**

G. <u>**COURSE DESCRIPTION**</u>:
Introduction to Design is a studio-based class investigating the tools, materials, and foundational concepts of design. Introduction to Design will present the methodology and critical awareness for problem solving inherent in all design fields. Through the discussion, examination and execution of a variety of design exercises, students will develop their understanding of visual composition and design theory.   While the course exercises focus on 2-D graphic design, this broad introduction to design theory develops the creative problem solving skills integral to all fields of design.

H. % <u>**PRE-REQUISITES/CO-REQUISITES**</u>:

> a. Pre-requisite(s): **None**
> b. Co-requisite(s):
> c. Pre- or co-requisite(s):

I. % <u>**STUDENT LEARNING OUTCOMES**</u>:

Course Student Learning Outcome [SLO]	PSLO	GER	ISLO
Demonstrate practical awareness of the elements of space, shape, line and color.	**PSLO 4** Public display of student work demonstrates attention to professional detail.		1 [O, W]
Demonstrate practical awareness of the elements of texture and type.	**PSLO 5**: Public display of student work demonstrates an ability to clearly articulate the purpose of the design to the audience.		2 [CA][IA] [PS]
Demonstrate practical awareness of layout using grids.	**PSLO 4** Public display of student work demonstrates attention to professional detail.		1 [O, W]
Demonstrate practical awareness of one or more of the following principles: balance, contrast, emphasis, arrangement, proximity, repetition, alignment, rhythm, scale and proportion.	**PSLO 5**: Public display of student work demonstrates an ability to clearly articulate the purpose of the design to the audience.		2 [CA][IA] [PS]
Demonstrate practical awareness of the multiple steps of the design process.	**PSOL 6** Student documentation demonstrates awareness of design process (brainstorming, research, problem definition, finalization).		2 [CA][IA] [PS]

			4
Choose appropriate software for defined design tasks.	**PSOL 7** Demonstrate historical or conceptual knowledge related to art, media, and visual communication.		

KEY	**Institutional Student Learning Outcomes [ISLO 1 – 5]**
ISLO #	**ISLO & Subsets**
1	**Communication Skills** Oral [O], Written [W]
2	**Critical Thinking** *Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]*
3	**Foundational Skills** *Information Management [IM], Quantitative Lit,/Reasoning [QTR]*
4	**Social Responsibility** *Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]*
5	**Industry, Professional, Discipline Specific Knowledge and Skills**

J.   **APPLIED LEARNING COMPONENT:**   Yes___X___   No_____

K.   **TEXTS:**
Brainard, Shirl   A Design Manual 3rd edition
Prentice Hall, Upper Saddle River, NJ 2003
 (or other as per instructor)

L.   **REFERENCES:**
Brainard, Shirl A Design Manual 3rd edition
                 Prentice Hall, Upper Saddle River, NJ 2003

Graham, Lisa   The Principles of Interactive Design
                 Delmar Publishers, Printed in Canada 1999

Peterson, Bryan Design Basics: For Creative Results
            2nd edition. How design books, Cincinnati, Ohio, 2003

Landa, Robin   Thinking Creatively: New ways to unlock your visual imagination
               How Design Books, Cincinnati, Ohio 1998

M.   **EQUIPMENT:**   Computer Lab with Adobe Creative Cloud

N.   **GRADING METHOD:** **A-F**

O.   <u>**SUGGESTED MEASUREMENT CRITERIA/METHODS:**</u>
Projects as Assigned
Term Paper
Final Portfolio
Design Exercises
Quizzes/Exams
Final Project and/or Exam

P.   <u>**DETAILED COURSE OUTLINE:**</u>
1. **Design as Problem Solving**
    a. Problem
    b. Criteria
    c. Design Space
    d. Establishing 2-D design as one area of a much broader field/endeavor
2. **Problem Solving Procedure:**
    a. Problem creation/posing
    b. Brainstorm
    c. Review and select ideas
    d. Roughs
    e. Draft
    f. Analysis and Critique
    g. Redesign
3. **Basic Design Concepts**:
    a. The Visual Elements: Space Line Shape Texture Value Color
    b. The Conceptual Elements: Space Line Plane Volume
    c. The Relational elements: Detachment Touching Overlapping
    d. Interpenetration Subtraction Union Intersection Coinciding
4. **The Principles of Design: Using the Visual Elements**
    a. Division of Space
    b. Balance
        i. Symmetry/Asymmetry/Near Symmetry
    c. Unity/Repetition
    d. Alignment
    e. Texture
    f. Harmony
    g. Proportion
    h. Rhythm/Rhythmic Devices
    i. Direction
    j. Emphasis
    k. Contrast
    l. Variety
5. **Categories of Form:**
6. **The Elements of Text**
    a. Letter Design
    b. Logo Design
    c. Font/style
    d. Kerning/Tracking/Leading
7. **Relating Text to Image**
    a. The Analytical versus the visual: Balancing Text and Image in Design
8. **Constructive Cristicism/ Commanding Design Principles**
    a. Implementation
    b. Evaluation
    c. Criticism
    d. Practical analysis: making well founded criticism in a very theoretical field
    e. Applying conceptual theory to practical problem solving
    f. Exploring/Discussing Design in various fields
9. **Connecting Classroom Theory to Practical Situations**

    a. Different areas of Design
10. **Packaging**
11. **Product Design**
12. **Style/Fashion**
13. **The Relationship between Design and Technology**
    a. Function and Aesthetics: or the balance between function and form
    b. Problem solving vs Problem making
    c. The role of technology in problem solving/conception
    d. The role of design in the development and invention of technology
    e. Historical context of design evolution (various fields)

Q. LABORATORY OUTLINE:
   None