SCHOOL
OF DESIGN **IDEA**

IDES 141
Survey and Principles of Design I

Fall Term 2015 » 3 credits » No prerequisites » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

Required Text

Meggs, Philip B. *A History of Graphic Design, 5th ed.* New York: John Wiley, 2012.

Recommended Texts

Clarke, Paul and Julian Freeman. *Design—A Crash Course.* Vancouver: Raincoast Books, 2000.

Heller, Steven and Elinor Pettit. *Graphic Design Timeline.* New York: Allworth Press, 2000.

Hollis, Richard. *Graphic Design—A Concise History.* London: Thames and Hudson, 2002.

COURSE DESCRIPTION

This course examines graphic design and typography from the Industrial Revolution to the mid-20th century through an integration of history, theory and practice. The course begins with the origins of the professions of design and advertising and ends with mid-century modernism. Applied projects explore the articulation of historical styles and aesthetics.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to:

- describe how social, cultural, economic, and political conditions to mid-20th century have contributed to the visual communication profession;

- identify how key movements and historical figures have influenced graphic design, advertising and typography;

- connect the significance of concepts and principles learned to their current practise;

- apply aesthetic concepts and period styles to design projects;

- contribute to a collaborative discovery process through shared research and analysis; and

- develop communication and presentation skills through short, illustrated talks.

INSTRUCTOR LATE POLICY

If an assignment is submitted after the due date/time and students have not made prior arrangements with the instructor at least 24 hours before the due date/time, 10% will be deducted for the first 24 hours following the deadline. A further 10% will be deducted every 24 hours after that day/time. If an assignment is more than 10 days late without prior arrangements, a mark of zero will be given.

CAPILANO
U N I V E R S I T Y

SCHOOL
OF DESIGN **IDEA**

IDES 141
Survey and Principles of Design I

Weekly Schedule

WEEK 1

Statutory holiday: campus closed.

WEEK 2

Course introduction and review.
Lecture/discussion: *The beginnings of the written word.*
Project 1 assigned: Personal blog. Posts due weekly. Yearbook spread: *Due week 3.*
Homework: Meggs chapters 1-4, blog set-up and first blog post, complete yearbook spread.

WEEK 3

Project 1 due (yearbook only).
Lecture/discussion: *Typography 1450-1900.* **Calligraphy workshop.**
Project 2 assigned: Historical timeline. *Due week 4.*
Homework: Meggs chapters 5-8, blog post, complete project 2.

WEEK 4

Project 2 due (critique).
Lecture/discussion: *From the industrial age to the conceptual age.*
Project 3 assigned: Victorian matchbox. *Due week 5.*
Project 4 assigned: Essay and PechaKucha. *Due weeks 9 and 10.*
Homework: Meggs chapter 9, blog post, complete project 3, research essay topics.

WEEK 5

Project 3 due (critique).
Lecture/discussion: *The Arts and Crafts Movement and Art Nouveau.*
Project 5 assigned: Art Nouveau soap packaging. *Due week 7.*
Homework: Meggs chapter 10-12 (up to p.241), blog post, complete project 4, essay topics.

WEEK 6

Statutory holiday: campus closed.

WEEK 7

Project 5 due (critique).
Lecture/discussion: *The genesis of 20th Century design.*
Homework: Meggs chapter 12 (p.242-251), blog post★, essay research and outline.

WEEK 8

★Review of blog posts to date
Lecture/discussion: *Artists as designers.*
Homework: Meggs Chapter 13, blog post, complete essay and start PechaKucha.

WEEK 9

Project 4 due (essay only).
Lecture/discussion: *Pictorial modernism.*
Homework: Meggs chapter 14 (p.276-289), blog post, complete PechaKucha.

CAPILANO
U N I V E R S I T Y

SCHOOL
OF DESIGN **IDEA**

IDES 141
Survey and Principles of Design I

Weekly Schedule continued

WEEK 10

Project 4 due (PechaKucha presentations).
Lecture/discussion: *Postcubist pictorial modernism and Art Deco.*
Project 6 assigned: Pictorial modernist poster. *Due week 11.*
Homework: Meggs chapter 14 (p.289-297), blog post, complete project 6.

WEEK 11

Project 6 due (critique).
Lecture/discussion: *Modernism in Europe.*
Project 7 assigned: Constructivist mural or t-shirt. *Due week 12.*
Homework: Meggs chapter 15, blog post, complete project 7

WEEK 12

Project 7 due (critique).
Lecture/discussion: *Bauhaus and the The New Typography.*
Project 8 assigned: Revision PechaKucha 10 x 20 presentation. *Due week 14.*
Homework: Meggs chapter 16, research project 8.

WEEK 13

Lecture/discussion: *Review.*
Homework: Review and identify your historical highlights, complete project 8.

WEEK 14

Project 8 due (presentations).
Discussion and review: *Your historical highlights.*
Homework: Review for exam.

WEEK 15

Project 1 due. (18 blog posts)
Exam.

EVALUATION PROFILE

Project 1 Yearbook (5%) and personal blog (15%)	20%
Project 2 Historical timeline	5%
Project 3 Victorian matchbox	20%
Project 4 Essay (10%) and PechaKucha (10%)	5%
Project 5 Art Nouveau soap packaging	5%
Project 6 Pictorial modernist poster	5%
Project 7 Constructivist mural or t-shirt	5%
Project 8 Revision PechaKucha	10%
Exam	10%
Participation	15%
Term total	100%

GRADING PROFILE

Excellent **A+** 90–100 **A** 85–89 **A-** 80–84	
Good **B+** 77–79 **B** 73–76 **B-** 70–72	
Satisfactory **C+** 67–69 **C** 63–66 **C-** 60–62	
Minimal Pass **D** 50–59	
Fail **F** 0–49	

CAPILANO
U N I V E R S I T Y

Learning Outcomes and Operational Details

Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.

- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.

- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.

- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.

- Enter the field as visual communication professionals.

- Apply visual communication expertise for societal and environmental benefit.

- Work collaboratively with other disciplines in business, industry, and the broader community.

- Recognize the importance of life-long learning and responsiveness to change.

ATTENDANCE /PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

PUNCTUALITY /PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor. If the instructor uses a different late assignment policy, this will be printed on the course outline.

MISSED EXAMS AND QUIZZES

Missed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

CHEATING /PLAGIARISM

Students should familiarize themselves with the University policy *Cheating and Plagiarism.* Such behaviour can result in suspension from the University. See *University Policies* below.

INCOMPLETE GRADES

If a student believes an exceptional circumstance prevents course completion in the assigned timeframe, he/she may petition the instructor for an incomplete or "I" grade prior to the project due date. It is the student's responsibility to determine from the intructor what must be done to complete the course. If an "Incomplete" is not cleared within four months, the grade will reflect the uncompleted work. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

CONTINUATION IN THE PROGRAM

Students must maintain a 2.33 (C+) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

COMPUTER COURSE REQUIREMENTS /POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.