



**CTU-DMD1205
Design Fundamentals**

Course Syllabus

Fall 2011

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I. Course Data

Course Number	CTU-DMD1205
Course Title	Design Fundamentals
Credit Hours	4
Date prepared	August 2011
Instructor	David Ball
Admin Hours	(before or after class)
Email	david@thebac.org

II. Course Description

Elements of two- and three-dimensional design are introduced through the exploration of various media in the design studio. Topics include line, form, texture, color, balance, scale, and proportion as they apply to working and finished design projects.

III. Course Objectives

- Discuss, and apply design principles and techniques.
- Describe the various properties of line, form, texture, color, balance, scale, and proportion, and the effect that each has on the construction of a successful design.
- Develop skills in the use of various media through the creation of design projects.
- Critique the compositional elements and communicative quality of design projects during classroom presentations.

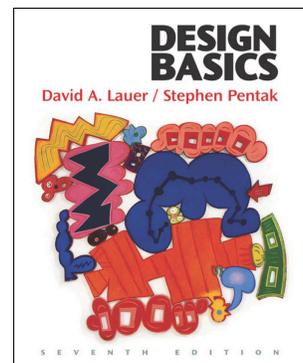
IV. Textbooks

Design Basics by Lauer and Pentak – Thomson Press 7th Ed.

Misc. Online Resources

IV. Supplies

- Course notebook & folder
- USB “Thumb” drive
- 9” x 12” Bienfang Graphics 360 drawing pad
- 9” x 12” Tracing Pad
- Prismacolor Colored Pencils
- Sketching Pencils: 6B and 4B
- Eraser Pink Pearl or Magic Rub



V. Instructional Approach—Methods and Procedures

Teaching methodology for the class will employ the CTU Professional Learning Model (PLM™) approach. Interactive classroom sessions will center on understanding and application of the course concepts and techniques. Grading will be based on demonstrated course material proficiency through oral and written exercises, assignments and examinations.

- Lecture, presentation, hands-on learning, and interactive class discussions.
- It is very important to arrive to class on time. If students show up late it may be challenging for them to catch up with what the class is working on.
- Hands-on projects to reinforce concepts.
- The best method for success in this course is to have good attendance and complete all of the assignments on time.
- Students who miss classes repeatedly may have a difficult time keeping up with the class
- Each assignment builds on the previous one.
- Homework, projects, discussion questions, and exams will be given throughout the course.

CLASS PARTICIPATION

You will be graded on class participation. By attending lecture and participating in the various activities you will automatically earn points. It is to your benefit to attend lecture and complete all lab assignments. This class is a combination of lecture, activities, individual assignments and labs. You are expected to do research for projects and written reports when requested. If you notify your instructor that you will miss an upcoming class, you will receive partial credit. A “No-Call/No-Show” will result in zero points for lecture participation. This is basic business courtesy; our class meetings are essentially appointments. There will be no non-class related web surfing and/or playing any form of games on the computer during class.

VI. Academic Honesty

All students enrolled in any Colorado Technical University courses are expected to conform to the accepted standards of academic honesty. Cheating and plagiarism are considered breaches of these standards and will be dealt with swiftly, firmly, and discretely by the instructor.

Cheating

Cheating shall be defined as:

- To any extent: copying and/or submitting as your own the work of another student
- Intentionally assisting another student during an examination, project or preparing reports
- Having access to material related to an examination during the examination
- Possessing or having access to unauthorized copies of an examination
- Departing from any stated examination conditions

Plagiarism

The American Heritage College Dictionary defines plagiarizing as, "To use and pass off (the ideas or writings of another) as one's own." (American Heritage College Dictionary, 4th Ed, 2004, pg 1063).

Plagiarism involves:

- Submitting in whole or part another's work as one's own
- Submitting work pieced together from phrases and/or sentences from various sources without acknowledgment
- Submitting work with another person's phrase(s) rearranged without acknowledgement
- Omitting quotation marks from any directly quoted material
- Failure to use three dots (...) to indicate omission of one or more words in a quotation

Whenever there is clear evidence indicating that a violation has occurred, the instructor will promptly notify and present the material(s) to the Dean of Academics who will verify that a violation has taken place. If so, the Dean will consult with the campus Academic Standards Committee. The Committee will review the documentation and take appropriate action. If the Committee's findings substantiate that a violation has occurred, then one of the following actions will be taken:

- First time documented violations will be treated as a learning incident and the student will be given the opportunity to recover and continue with their studies. However, the consequences of the student's action will be a score of "0" given for that assignment in which the violation occurs and the placement of an Academic Standards Violation letter in the student's file.
- A second violation, whether in that specific course or any other course, will result in an "F" for the course. The student will also receive another Academic Standards Violation letter noting that a third breach of standards will result in dismissal from the school. This letter will be placed in the student's file.
- A third substantiated offense will result in the student being dismissed from the University.

The student may appeal any decision, in writing, according to the process found in the current Student Handbook.

VII. CTU Grading and Late Work Policies

Grading Policy

Grade reports are available to students at the completion of each term. Grades are based on the quality of work as shown by written tests, papers, participation in class, and projects as indicated on the course syllabus. Grades are intended to reflect achievement defined by a certain level of competency.

The following is a breakdown of letter grades, percentage points, meaning and quality points.

Letter grade	Percent	Meaning	Quality Points
A	94 – 100	Excellent	4.0
A-	90 – 93	3.7	
B+	86 – 89	3.3	
B	83 – 85	Good	3.0
B-	80 – 82	2.7	
C+	76 - 79	2.3	
C	73 - 75	Fair	2.0
C-	70 -72	1.7	
D+	66 – 69	1.3	
D	60 -65	Poor	1.0
F	0 – 59	Unsatisfactory	0.0

Late Work Policy

Specific deadlines for all assignments will be clearly stated in the course syllabus. Students are expected to meet these due dates. Should a student be unable to meet a deadline, it is expected that the student will make arrangements in advance with the instructor to turn work in late. A penalty may or may not be assigned, at the discretion of the faculty member. If a student does not receive prior instructor approval for late work submittal, and fails to turn individual work in on time, the following penalties may be applied:

- Work that is submitted 1-7 calendar days AFTER its due date may be graded down a maximum of 10% (one full letter grade).
- Work that is submitted 8-14 calendar days AFTER its due date may be graded down a maximum of 20% (two full letter grades).
- UNLESS prior approval has been granted by the instructor, no work will be accepted more than 14 days past its due date. The student will receive a zero for the assignment.
- UNLESS prior approval has been granted by the instructor, final course projects and end-of-term papers must be turned in no later than the last class session.

No work will be accepted after the end of term. This policy is intended to promote communication between faculty members and students. We encourage students to work with their instructors to meet the course requirements while balancing their professional and personal obligations.

VIII. Measuring Student Achievement

Student knowledge shall be assessed through a variety of instruments. These may include classroom discussions, quizzes, exams, class presentations and papers. Information and point values for each assignment are provided in this syllabus.

- Attitude, meeting deadlines, and participation
- Participation in class critiques and activities.
- Creative problem solving—use of the principals and elements of design communication and visual thinking to arrive at unique, interesting design solutions.
- Professionalism: technical proficiency, accuracy and degree of finish in presentation of work, crisp clean print documents. Ragged, stained, wrinkled, scribbled and otherwise unattractive projects/papers will not be accepted
- Assignment points are weighted based on the level of difficulty.
- Thumbnail sketches and creative/design briefs are required for most classes.
- The ability to work both independently and as a member of a group.

IX. General Course Policies

1. Plan to follow the lesson calendar and schedule provided in this syllabus. Do not fall behind as it will be difficult to catch up and complete the required work.
2. The most common cause for unsatisfactory grades in this course is the failure to turn in all deliverables. Late turn-ins receive deductions as noted in the above section on “Late Work”. Not turning in work results in zero points and makes it extremely difficult to pass the class.
3. The student is responsible for ensuring that all required work reaches the instructor in a timely fashion. Please submit work as specified in the course schedule.
4. Students need to track time spent on each project, the process used and identify any materials involved in the project. This is helpful in the future when estimating the cost to clients.

X. Course Topic Schedule

DMD 1205 DESIGN FUNDAMENTALS - FALL 2011 CLASS PROJECT TOPICS AND TEXT BOOK READING SCHEDULE

WK	DATES	PROJECT TOPIC	READING
1	AUG 15-17-19	Introduction POINT	
2	AUG 22-24-26	LINE	CH 7 LINE
3	AUG 29-31-2	LINE	
4	SEP 7-9	SHAPE	CH 8 SHAPE
5	SEP 12-14-16	SHAPE	
6	SEP 19-21-23	DESIGN PROCESS	CH 1 PROCESS
7	SEP 26-28-30	DESIGN PROCESS UNITY	CH2 UNITY
8	OCT 3-5-7	UNITY EMPHASIS	CH3 EMPHASIS FOCAL POINT
9	OCT 10-12- X	SCALE & PROPORTION	CH 4 SCALE
10	OCT X-19-21	SPACE	CH 10 ILLUSION OF SPACE
11	OCT 24-26-28	SPACE	CH 5 BALANCE
12	OCT-NOV 31-2-4	BALANCE RHYTHM	CH 6 RHYTHM
13	NOV 7-9-X	VALUE COLOR	CH 12 VALUE CH 13 COLOR
14	NOV 14-16-18	COLOR PATTERN / TEXTURE	CH 13 COLOR CH 9 PATTERN TEXTURE
15	NOV 21-23-25	Thanksgiving Break	CH 9 PATTERN TEXTURE
16	NOV - DEC 28-30-2	MOTION	CH 11 ILLUSION OF MOTION
17	DEC 5-7-9	PORTFOLIO	
18	DEC 12-14	FINALS	

XI. Grading

DMD 1205 ASSIGNMENTS AND GRADING

Measured Activity	Type	Due Date	Max Points	Notes
Projects 1-7	Project	All Semester	350	40-60 points per project
Midterm	Project/Quiz	Oct 28	50	
Class Participation - In Class Activities	In Class	Each Class	250	
CH Q & A	Homework	Each Week	100	
Internet Design Resources Research & Presentation	Presentation	Nov 9	25	In Class Presentation
Designer/Artist Research Paper & Presentation	Paper	Dec 2	50	In Class Presentation
Final Portfolio of Assignments & Projects	Project	Dec 14	100	
Final Exam	Project/Quiz	Dec 12	75	
Total Points			1000	