

COURSE CONTENT

Course Code	DN1002
Course Title	Foundation 2D
Pre-requisites	NIL
No of AUs	3
Contact Hours	52 (1h Lecture, 3h Tutorial)

Course Aims

This studio course introduces students to the basic elements and principles of 2D design and colour theory and practice. The course will provide students with the opportunity to develop confidence and skills in using a diverse range of media and practical techniques for creative problem solving. The course aims to offer a fresh and stimulating approach towards creative thinking that will develop students' skills in research, observation, interpretation, and self-expression. The special emphasis will be placed on signification and cultural context, originality through understanding of the use of visual reference and gaining awareness of the historical and contemporary resources of 2D graphic, visual and textual information.

Intended Learning Outcomes (ILO)

By the end of this course, you (as a student) would be able to:

1. integrate elements and principles of design and color theory in order to bring ideas into their visual manifestation
2. apply various mediums and techniques (analogue/digital) for creative problem solving skills and making in design studio production
3. explain and critique the elements and principles of 2d dimensional design
4. demonstrate good practice in studentship and professional behavior

Course Content

2D Design is an introduction to the concepts relating to basic principles and elements of two-dimensional design through exploration and problem solving. The main emphasis is on developing understanding of the visual language of two dimensional design and color theory through experimentation with a diverse range of media and techniques. Through designed sets of assignments, with faculty and peer critique, the course will help students in learning fundamental concepts, solving visual problems, improving their ability to discuss artwork, and allow them to gain a solid understanding of the elements and principles of design. Group critiques will provide important opportunities for students to present their own work and support the work of their peers.

Assessment (includes both continuous and summative assessment)

Component	Course LO Tested	Related Programme LO or Graduate Attributes	Weighting	Team Individual
Continuous Assessment 1: Assignments	1,2,3,4	Competence, Creativity, Communication and Character	60	Individual
Continuous Assessment 2: Participation	1,2,3,4	Competence, Creativity, Communication and Character	20	Individual Team
Final Project	1,2,3,4	Competence, Creativity, Communication and	20	Individual

	Character	
Total	100%	

Reading and References

- a. C Wallschlaeger, and C Busic-Snyder, Basic Visual Concepts and Principles: For Artists, Architects and Designers, Wm. C. Brown
- b. "The Process: A New Foundation in Art and Design" by Judith Wilde and Richard Wilde; Publisher: Laurence King
- c. Johannes Itten, The Art of Color, Jon Wiley & Sons

Recommended

- d. Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design by William Lidwell Rockport Publishers;
- e. A. Brotchie A book of Surreal Games Shambhala
- f. S Bleicher, Contemporary Color: Theory and Us, Thomson Delmar Learning
- g. Banks A., Fraser T., Designer Color Manual: The Complete Guide to Colour, Chronicle Books.

Course Policies and Student Responsibilities

(1) General

Students are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. Students are expected to take responsibility to follow up with assignments and course related announcements. Students are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

Students are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign in to the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism,

academic fraud, and collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule

Week	Topic	Course LO	Readings/ Activities
Week 1-4	<p>Visual Elements of Design</p> <ul style="list-style-type: none"> • Introduction to Visual Journal for Creative Thinking and Idea Generation • Introduction to Experimental mark making and analogue design methods • Introduction to the Visual Elements of Design: Dot, Line, Value, Shape, Pattern and Texture 	1,2,3,4	<p>Lectures on Visual Elements of Design Readings on Elements of Design In –Class Exercise on experimental mark making and analogue design methods Assign Project on Visual Elements of Design Project consultation on Visual Elements of Design Project Critique on Visual Elements of Design</p>
Week 5-8	<p>Visual Principles of Design</p> <ul style="list-style-type: none"> • Balance, Proportion Rhythm, Emphasis Unity Variety, Contrast • Gestalt Theory and Principles Figure/ Ground • Composition and visual organization • Introduction to using digital tools for Designing (Photoshop Illustrator) 	1,2,3,4	<p>Lectures on Visual Principles of Design Readings on Visual Principles of Design Assign Project on Visual Principles of Design In –Class-Introduction to using digital tools for Designing (Photoshop Illustrator) Project consultation on Visual Principles of Design Project Critique on Visual Principles of Design</p>
Week 9-13	<p>Colour in Graphic Design</p> <p>-Notations, Systems and Theories: Subtractive/CMYK and additive/RGB colour mixing -Colour properties: Contrasts -Colour Illusions: Figure / Ground Simultaneous contrasts in Hue, Value, and Saturation Afterimage Phenomenon and Successive Contrast -Color Scheme Reviews -Color and Meaning</p>	1,2,3,4	<p>Lectures on Color in Design Readings on Color Notations, Systems and Theories, Color properties, Color Schemes and Harmonies, Color and Meaning Assign Project on Color In –Class Exercise Working on developing effective color scheme Project consultation on Colour Project Critique on Colour</p>