

# Design I

Classroom: ATC 4.902

## Course Description

Designers use form to shape meaning. This studio course introduces you to the basic tools designers use in shaping meaning: the elements and principles of design.

Through examples, exercises, critiques, and creative projects, students will begin to think like designers.

Students will work to understand and analyze design problems, develop distinctive concepts and then create and refine designs that manifest that concept.

## Learning Objectives

Students will create compositions that illustrate the use of the elements and principles of design.

Students will explain and execute the steps in the Design Process for every assignment given.

Students will evaluate the work of others through critique sessions.

Students will analyze how their own designs might be improved through documented reflection pieces.

## Course Context

This is one of four core classes that every ATEC student must take.

ATCM 2300 Intro to Technoculture	ATCM 2301 Digital Art and Design Foundations	ATCM 2302 Design I	CS 1335 Computer Science I
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## Text Materials

### REQUIRED:

*Design Basics* (9th Edition),  
Stephen Pentak  
ISBN: 978-1285858227

Available on Amazon to rent in digital format

### OPTIONAL:

*Design Basics Index*,  
Jim Krause  
ISBN-13: 978-1581805017

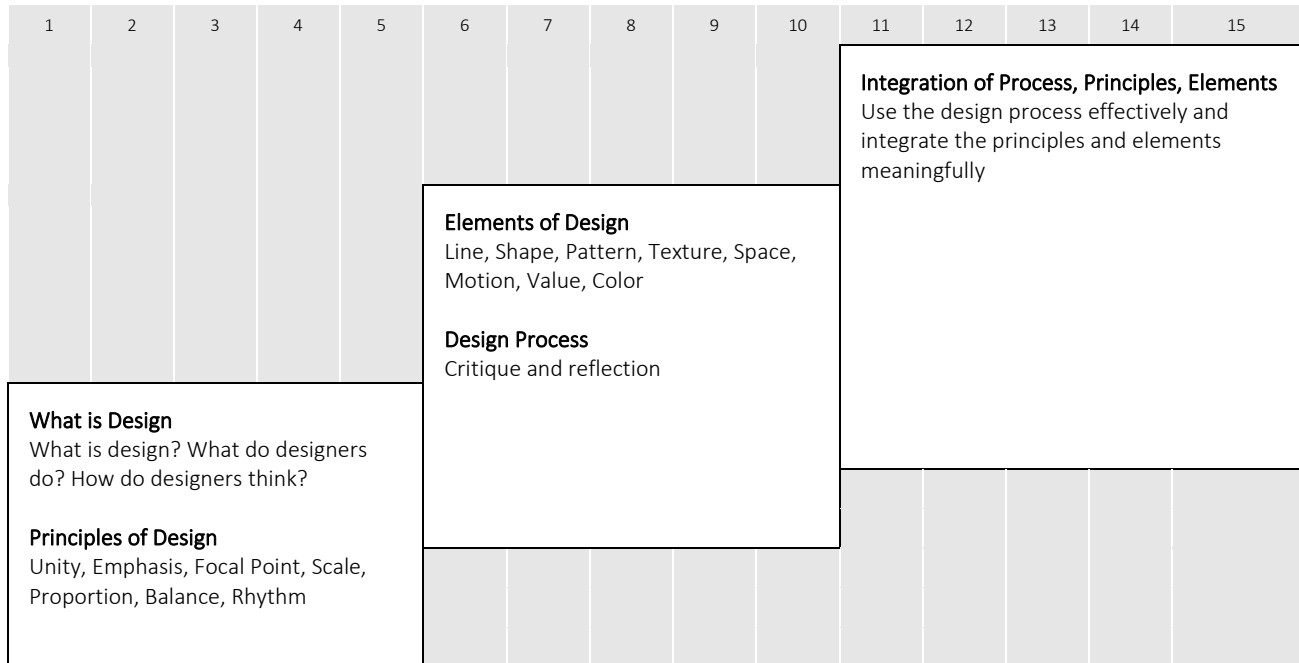
## Required Materials

1 sketchbook (without lines)  
Colored pencils, pens, or markers  
#2 pencils or drawing pencils  
Sharpie or black marker  
Scissors  
12-inch ruler

White eraser  
8.5x11 card stock paper (package)  
8.5x11 mixed colors construction paper  
Glue Stick  
Digital or cellphone camera  
**OR digital software for digital drawing**

## Course Structure

This course has three main parts, each five weeks in length. Assignments build on previous weeks and gradually become more complex and challenging.



## Week-by-Week

Below is the order of topics that we will cover. Specific details on homework, due dates, readings, quizzes and tests are listed below and may change at the instructor's discretion. For updates check [elearning.utdallas.edu](http://elearning.utdallas.edu).

### Week 1 Aug 21-25

**1A** – What is Design?

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**1B** – Principles of Design: Unity



Read Chapter 2: Unity

Complete Chap 2: *Unity* quiz by **11:59 pm Friday, Aug 25**

### Week 2 Aug 28-31

**2A** – Principles of Design: Chapter 3: Emphasis and Focal Point



Read Chapter 3: Emphasis and Focal Point

Complete Chap 3: *Emphasis and Focal Point* quiz due **BEFORE** class begins **Monday, Aug 28**



Upload **three (3) photos** which illustrate *unity* by emphasizing proximity, repetition and continuity to MS Teams **BEFORE** class begins **Monday, Aug 28**

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**2B** – Introduction to eLearning Portfolios



Upload image of Exercise 1: *Emphasis and Focal Point* **prototype** to MS Teams Discussion Board **BEFORE** class begins **Wednesday, Aug 30**

## Week 3

Sept 4-8

3A – Labor Day – No Class

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3B –

Steps to Critique  
Learning Portfolio Assignment and Practice  
Principle of Design: Scale and Proportion.



**Read** Chapter 4: Scale and Proportion  
**Complete Chap 4: *Scale and Proportion* quiz due BEFORE class begins Wednesday, Sept 6**



**Submit Portfolio:** Exercise 1: Emphasis and Focal Point by 11:59 pm  
**Wednesday, Sept 6**

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## Week 4

Sept 11-15

4A – Principle of Design: Balance



**Upload image** of Exercise 2: *Scale and Proportion* **prototype** to Discussion Board BEFORE class begins **Monday, Sept 11**



**Read** Chapter 5: Balance  
**Complete Chap 5: *Balance* quiz due BEFORE class begins Monday, Sept 11**

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4B – Principles of Design: Rhythm



**Read** Chapter 6: Rhythm  
**Complete Chap 6: *Rhythm* quiz due BEFORE class begins Wednesday, Sept 13**



**Submit Portfolio:** Exercise 2: *Scale and Proportion* by 11:59 pm **Wednesday, Sept 13**

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## Week 5

Sept 18-22

5A – Principles of Design: Review



**Upload image** of Exercise 3: *Balance* prototype to Discussion Board BEFORE class begins **Monday, Sept 18**



**Upload image** of Exercise 4: *Rhythm* prototype to Discussion Board BEFORE class begins **Monday, Sept 18**

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5B – Introduction to the Elements of Design



**Mid-term exam opens Monday, Sept 18 to 11:59 pm Friday, Sept 22**

**Week 6**  
Sept 25-29

6A – Topics in Typography



Submit Portfolio: *Balance OR Rhythm* (Exercise 4) by 11:59 pm **Monday, Sept 25**

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6B – Elements of Design: Line



Read Chapter 7: Line

Complete Chap 7: *Line* quiz due **BEFORE** class begins Wednesday, Sept 27

**Week 7**  
Oct 2-6

7A – Elements of Design: Value



Read Chapter 12: Value

Complete Chap 12: *Value* quiz due **BEFORE** class begins Monday, Oct 2



Submit: Exercise 5: *Typography* exercise as pdf to eLearning by 11:59 pm **Monday, Oct 2**

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7B – Elements of Design: Color  
Launch Assignment #1 - *Color and Culture*



Read Chapter 13: Color

Complete Chap 13: *Color* quiz due **BEFORE** class begins Wednesday, Oct 4

**Week 8**  
Oct 9-13

8A – Elements of Design: Color (continued)



Upload six (6) *Color and Culture* sketches to Discussion Board **BEFORE** class begins **Monday, Oct 9**

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8B – Elements of Design: Pattern and Texture  
Launch Assignment #2 - *Patterns in Currency*



Read Chapter 9: Patterns and Texture

Complete Chap 9: *Patterns and Texture* quiz due **BEFORE** class begins **Wednesday, Oct 11**

**Week 9**  
Oct 16-20



**Upload image** of *Color and Culture* prototype to Discussion Board BEFORE class begins **Wednesday, Oct 11**

**9A –** Elements of Design: Shape



**Read** Chapter 8: Shape

**Complete Chap 8: *Shape* quiz due BEFORE class begins Monday, Oct 16**

**Open lab:** work on Currency project in class: Upload to Discussion Board  
Image of the currency being used now in the country you are redesigning  
Interview documentation  
List five (5) insights you have learned about that country  
Start sketching ideas (**in color**)



**Submit Portfolio:** Assignment 1: *Color and Culture* by 11:59 pm  
**Monday, Oct 18**

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**9B –** Elements of Design: Shape  
Launch Assignment #3 - *Figure and Ground*



**Upload image** of ten (10) completed **sketches** of the front side of currency design (**sketch in color**) to Discussion Board BEFORE class begins **Wednesday, Oct 18**

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**Week 10**  
Oct 23-27

**10A –** Elements of Design: Illusion of Space



**Read** Chapter 10: Illusion of Space

**Complete Chap 10: *Illusion of Space* quiz due BEFORE class begins Monday, Oct 23**



**Upload image** of *Currency Design (front side)* **prototype** to Discussion Board BEFORE class begins **Monday, Oct 23**



**Upload six (6) *Figure and Ground* sketches** to Discussion Board BEFORE class begins **Monday, Oct 23**

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**10B –** **Open lab:** work on Currency project (Attendance required)



**Upload image** of ten (10) completed **sketches** of the back side of currency design (**sketch in color**) BEFORE class begins **Wednesday, Oct 25**



**Upload image** of Assignment 2: *Figure and Ground* **prototype** to Discussion Board BEFORE class begins **Wednesday, Oct 25**

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## Week 11

Oct 30 - Nov 3

**11A –** Elements of Design: Illusion of Motion  
Launch Assignment 4: *The Design Behind the Designer*



**Read** Chapter 11: Illusion of Motion

**Complete Chap 11: *Illusion of Motion* quiz due BEFORE class begins Monday, Oct 30**



**Upload image** of *Currency Design (back side) prototype* to Discussion Board BEFORE class begins **Monday, Oct 30**



**Submit Portfolio:** Assignment 3: *Figure and Ground* by 11:59 pm **Monday, Oct 30**

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**11B –**

Open lab: work on Assignment 4: *The Design Behind the Designer*

**Bring to class:** Evidence of research on chosen designer

Examples of designs of chosen designer

Six (6) examples of something that has been poorly designed



**Upload image** of *Currency Design (front and back side) prototypes* to Discussion Board BEFORE class begins **Wednesday, Nov 1**

## Week 12

Nov 6-10

**12A –** Elements of Design: Review



**Upload six (6) Redesign sketches** to Discussion Board BEFORE class begins **Monday, Nov 6**



**Submit Portfolio:** Assignment 2: *Patterns in Currency* 11:59 pm **Monday, Nov 6**

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**12B –**

*Final Project* Introduced

Creative Brief explained

Begin research



**FINAL EXAM:** Open from Monday Nov 6 until 11:59 pm Friday, Nov 10

**CURRENCY COMPETITION – FRIDAY, NOV 10 – 10 am – 11: 30 am**

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## Week 13

Nov 13-17

**13A –** In-class research for *Final Project*



**Upload image** of *Redesign prototype* to Discussion Board BEFORE class begins **Monday, Nov 13**



**Upload image** of five (5) **sketches** billboard designs (landscape orientation) to Discussion Board BEFORE class begins **Monday, Nov 13**



**Submit: *Creative Brief* as pdf** to eLearning BEFORE class begins **Monday, Nov 13** (worth 20 pts on Final Project)

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**13B –** In-class research for *Final Project*



**Upload image** of five (5) **sketches** bus stop ad (portrait orientation) to Discussion Board BEFORE class begins **Wednesday, Nov 15**



**Submit Portfolio:** Assignment 4: *Redesign* project by 11:59 pm **Wednesday, Nov 15**

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## FALL BREAK – Nov 20-24

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**14A –** Touch Base on Final Projects



**Upload images** of *Billboard Campaign prototypes* to Discussion Board BEFORE class begins **Monday, Nov 27**

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**14B –** Touch Base on Final Projects – Final Project Presentations Begin

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**15 A –** Final Project Presentations

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**15 B –** Final Project Presentations  
Semester Showcase

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**Week 14**  
Nov 27-30

**Week 15**  
Dec 4-7

**Final Exams Week**  
Dec 11-15



**Submit Portfolio:** Final Project: *Billboard Campaign* by 11:59 pm **Monday, Dec 11** (Absolute deadline)

## How to be Successful in this Class

Discipline is the key to get the most out of this class. Below is a sample of how you should generally spend your time preparing for class. Note that not every week will necessarily follow this order.

	<p><b>In-Class Day 2A</b></p> <p><b>Practice and Explore</b> In-class exercises require you to be familiar with the reading. You'll need to be able to recognize and recall the terms and principles in use.</p>		<p><b>In-Class Day 2B</b></p> <p><b>Assess</b> Critiques will help you assess the quality of your work and, more importantly, what you can do to improve.</p>
<p><b>Out of Class</b></p> <p><b>Prepare</b> Complete reading(s). Take quiz(zes). Find real-world examples of the topic(s) discussed. Complete assignments. Discuss concepts you've learned with classmates.</p>		<p><b>Out of Class</b></p> <p><b>Review and Reflect</b> Complete assignments. Reflect on what you learned. Write down questions you have or concepts that are unclear. Explain what you've learned to someone else.</p>	

## Grading

A list of assigned readings and materials is listed in this syllabus. Supplemental materials may be provided or posted electronically on eLearning. Advance preparation and enthusiastic participation is an important part of the learning experience and critical to in-class discussions.

Percent		Grading Scale					
20%	Attendance	A+	97-100	4.0	C+	77-79	2.3
20%	Quizzes (12)/Exams (2)	A	93-96	4.0	C	73-76	2.0
15%	Exercises	A-	90-92	3.7	C-	70-72	1.7
30%	Assignments	B+	87-89	3.3	D+	67-69	1.3
15%	Final Project	B	83-86	3.0	D	63-66	1.0
		B-	80-83	2.7	D-	60-62	0.7

## Late Work

**Late work is not accepted.** The key to success in this course is communication. It is your responsibility to correspond via UT Dallas email any problems in completing exercises and assignments that might occur. Private email accounts outside of UT Dallas cannot be used for course communication, due to FERPA regulations. Special circumstances (e.g. death in the family or personal health issues) will be reviewed by the instructor on a case-by-case basis.

## Attendance

Points are assessed every class and will add up to your total attendance grade at the end of the semester. For instance, 30 classes equal 3.33 points per class credit (100 cumulative total divided by 30 class sessions). Each **unexcused** absence will be deducted 3.33 points from the cumulative total of 100 points. A tardy is 1.5 points from the cumulative total. Attendance is 20% of the cumulative grade for the semester. Attendance is necessary for the successful completion of this course.

## Critique

You are required to contribute in every critique session during class. You must participate, meaning you must share your opinions. Respect is key during this process. Use constructive language by demonstrating the language of a designer. This is an essential step to growing in the creative process.

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## Student AccessAbility

UT Dallas is strongly committed to ensuring and maintaining an environment that guarantees students with disabilities full access to educational programs, activities, communication systems, and facilities. The Office of Student AccessAbility (OSA) has been delegated the authority to prescribe types of reasonable accommodations each student is eligible to receive with the support and understanding of our committed faculty. Students who have registered and are eligible to receive accommodations will provide an accommodation letter on OSA letterhead to their course instructor. Only students who provide such a letter should be accommodated. Please remember that a student's disability and accommodation are considered confidential information and should not be disclosed except in the case of imminent harm to the student or others. Please visit <https://www.utdallas.edu/studentaccess/> for more information.

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## Accommodations

The University makes reasonable accommodations for students with properly documented disabilities. If you're eligible to receive an accommodation and would like to request it for this course, please provide written notification from the Office of Student AccessAbility (OSA). Feel free to contact me about this, in case you wish to, and allow one week advanced notice for the accommodations to be put in place. The OSA can be contacted directly for confidential discussion at [utdallas.edu/studentaccess](https://www.utdallas.edu/studentaccess).

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## Week-by-Week

Discipline is the key to get the most out of this class. Typically, you study a principle or element of design, and then proceed to design a composition demonstrating that topic. At the beginning of each week, you will receive instructions in eLearning in the Announcements folder listing the requirements and deadlines for the week. Below is the order of topics that we will cover. Specific details on homework, due dates, readings, quizzes and tests are listed here and may change at the instructor's discretion. For updates, check eLearning.

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## Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the [Getting Started with eLearning](#) webpage.

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## Course Access and Navigation

This course can be accessed using your UT Dallas NetID account on the [eLearning](#) website.

Please see the course access and navigation section of the [Getting Started with eLearning](#) webpage for more information.

To become familiar with the eLearning tool, please see the [Student eLearning Tutorials](#) webpage.

UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The [eLearning Support Center](#) includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and online chat service.

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## Communications and

This course utilizes online tools for interaction and communications. Some external communication tools such as regular email and a web conferencing tool will also be used during

## Microsoft Teams

the semester. Please download the [Microsoft Teams application](#) at the beginning of the semester.

Student emails and discussion board messages will be answered with 3 working days under normal circumstances.

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## Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevent students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online [eLearning Help Desk](#). The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

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## Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same: *“As a Comet, I pledge honesty, integrity, and service in all that I do.”*

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## UT Dallas Syllabus Policies & Procedures

The information contained in the following link lists the University’s academic support resources for all students. Please go to [Academic Support Resources](#) webpage for these policies.

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The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus. Please review the catalog sections regarding the [credit/no credit](#) or [pass/fail](#) grading option and withdrawal from class.

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## Registrar’s Intranet

[Registrar's Intranet](#): please log in with your UTD NetID and password to access this site. Information that faculty need about grading, scheduling, and other essential aspects of our responsibilities related to teaching are made available and updated regularly in the Registrar's Intranet. This source of information can only be accessed by logging in with your UTD NetID and password. Many important faculty questions are answered here, and this is information that faculty members are expected to know and understand.

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## Ferpa Guidelines

You will be asked to log in before you access the FERPA Faculty Guidelines webpage on the Registrar's Intranet. If faculty have additional questions about FERPA guidance, please contact the Office of the Registrar at [records@utdallas.edu](mailto:records@utdallas.edu) for the proper student consent forms and further instructions. NOTE: Class recordings from prior semesters may be used as long there are no identifiable student information due to [FERPA](#) because instructors will need students’ written consent first. Please review your previous class recordings for identifiable student information before using them in the current term. For additional guidance, contact the [Office of the Registrar](#).

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## Please Note

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Instructor.