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Office Hours by Appointment

Classroom: ATC 4.902

ATCM 2302 • Fall 2024

Design I

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

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.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Integration of Process, Principles, Elements
Use the design process effectively and integrate the principles and elements meaningfully

Elements of Design
Line, Shape, Pattern, Texture, Space, Motion, Value, Color

Design Process
Critique and reflection

What is Design
What is design? What do designers do? How do designers think?

Principles of Design
Unity, Emphasis, Focal Point, Scale, Proportion, Balance, Rhythm

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.

In-Class Day 2A

Practice and Explore
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.

In-Class Day 2B

Assess
Critiques will help you assess the quality of your work and, more importantly, what you can do to improve.

Out of Class

Prepare
Complete reading(s).
Take quiz(zes).
Find real-world examples of the topic(s) discussed.
Complete assignments.
Discuss concepts you've learned with classmates.

Out of Class

Review and Reflect
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.

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**.

Week 1
Aug 19-23

1A –   What is Design?

1B –   Principles of Design: Unity

Read Chapter 2: Unity
Complete Chap 2: *Unity* quiz <u>by 11:59 pm</u> Friday, Aug 23

Week 2
Aug 26-30

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 <u>BEFORE</u> class begins Monday, Aug 26

Upload three (3) photos which illustrate *unity* through proximity, repetition and continuity **to MS Teams** <u>BEFORE class begins</u> **Monday, Aug 26**

2B – Introduction to eLearning Portfolios
Learning Portfolio Assignment
Steps to Critique

Upload image of Exercise 1: *Emphasis and Focal Point* **prototype** to **MS Teams** <u>BEFORE class begins</u> **Wednesday, Aug 28**

Week 3
Sept 2-6

LABOR DAY – SEPT 2

3A –   No Class

3B –   Principle of Design: Scale and Proportion.

Read Chapter 4: Scale and Proportion
Complete Chap 4: *Scale and Proportion* quiz due <u>BEFORE</u> class begins Wednesday, Sept 4

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

Week 4
Sept 9-13

4A –   Principle of Design: Balance

Upload image of Exercise 2: *Scale and Proportion* **prototype** to MS Teams
<u>BEFORE</u> class begins **Monday, Sept 9**

Read Chapter 5: Balance

Complete Chap 5: *Balance* quiz due <u>BEFORE</u> class begins
Monday, Sept 11

4B –   Principles of Design: Rhythm

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

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

Week 5
Sept 16-20

5A –   Principles of Design: Review

Upload image of Exercise 3: *Balance* prototype to MS Teams <u>BEFORE</u> class
begins **Monday, Sept 16**

Upload image of Exercise 4: *Rhythm* prototype to MS Teams <u>BEFORE</u>
class begins **Monday, Sept 16**

5B –   Introduction to the Elements of Design

Mid-term exam opens **Monday, Sept 23 to 11:59 pm Friday, Sept 27**

Week 6
Sept 23-27

6A –   Topics in Typography

Submit Portfolio: *Balance* OR *Rhythm* (Exercise 4) by 11:59 pm
Monday, Sept 23

6B –   Elements of Design: Line

Read Chapter 7: Line
Complete Chap 7: *Line* quiz due <u>BEFORE</u> class begins **Wednesday, Sept 25**

Submit: Exercise 5: *Typography* exercise **as PDF** to eLearning by 11:59 pm
Friday, Sept 27

Week 7
Sept 30-Oct 4

7A –   Elements of Design: Shape

Read Chapter 8: Shape
Complete Chap 8: *Shape* **quiz due** <u>BEFORE</u> **class begins Monday, Sep 30**

7B –   Elements of Design: Shape (Part 2)
Launch Assignment 1 – *Figure and Ground*

Week 8
Oct 7-11

8A –   Elements of Design: Pattern and Texture

Read Chapter 9: Pattern and Texture
Complete Chap 9: *Pattern and Texture* **quiz due** <u>BEFORE</u>
class begins Monday, Oct 7

Upload six (6) *Figure and Ground* **sketches to MS Teams** <u>BEFORE</u> **class**
begins Monday, Oct 7

8B –   Elements of Design: Value

Read Chapter 12: Value
Complete Chapter 12: *Value* **quiz due** <u>BEFORE</u> **class begins Wednesday, Oct 9**

Upload image of *Figure and Ground* **prototype to MS Teams** <u>BEFORE</u> **class**
begins Wednesday, Oct 9

Week 9
Oct 14-18

9A –   Elements of Design: Color
Launch Assignment 2 – *Color and Culture*

Read Chapter 13: Color
Complete Chapter 13: *Color* **quiz due** <u>BEFORE</u> **class begins Monday, Oct 14**

Submit Portfolio: Assignment 1: *Figure and Ground* **by 11:59 pm**
Monday, Oct 14

9B –   Elements of Design: Color (Part 2)

Upload image of six (6) completed **sketches** of *Color and Culture* design
(**sketch in color**) to MS Teams BEFORE class begins **Wednesday, Oct 16**

| Week 10 | **10A –** | Elements of Design: Illusion of Space |
| Oct 23-27 | | **Launch Assignment 3 –** *Patterns in Currency* |

Read Chapter 10: Illusion of Space
Complete Chap 10: *Illusion of Space* quiz due <u>BEFORE</u> class begins Monday, Oct 21

Upload image of *Color and Culture* **prototype** to MS Teams <u>BEFORE</u> class begins **Monday, Oct 21**

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

Upload summary of interview, **five (5) insights** about chosen country to MS Teams BEFORE class begins Wednesday, **Oct 23**

| Week 11 | **11A –** | Elements of Design: Illusion of Motion |
| Oct 28 - Nov 1 | | |

Read Chapter 11: Illusion of Motion
Complete Chap 11: *Illusion of Motion* quiz due <u>BEFORE</u> class begins Monday, Oct 28

Upload image of **five (5)** *sketches* of front side of *Currency* design to MS Teams <u>BEFORE</u> class begins **Monday, Oct 28**

Submit Portfolio: Assignment 2: *Color and Culture* by 11:59 pm **Monday, Oct 28**

11B – Elements of Design: Review
Open lab: Work on Currency project

Upload image of **five (5)** *sketches* of back side of *Currency* design to MS Teams <u>BEFORE</u> class begins **Wednesday, Oct 30**

| Week 12 | **12A –** | **Launch Assignment 4 –** *The Design Behind the Designer* |
| Nov 4-8 | | |

Upload image of *Currency* **prototype (front & back)** to MS Teams <u>BEFORE</u> class begins **Monday, Nov 4**

12B – Group Presentation Day

Upload to MS Teams BEFORE class begins Wednesday, Nov 6
 Evidence of research on chosen designer
 Examples of designs by chosen designer (at least three)
 Three (3) of some visual media that has been poorly designed with
 an explanation of why (examples cannot be from chosen designer)

FINAL EXAM: Open from Monday Nov 6 until 11:59 pm Friday, Nov 15

CURRENCY COMPETITION – TBD 10 am – 11: 30 am

Week 13
Nov 11-15

13A – Launch *Final Project*
Work on Assignment 4

Upload image of six (6) *Redesign* **sketches** to MS Teams <u>BEFORE</u> class begins Monday, Nov 11

Submit Portfolio: Assignment 3: *Patterns in Currency* 11:59 pm **Monday, Nov 11**

Upload image of five (5) **sketches** billboard designs (landscape orientation) to MS Teams BEFOFE class begins **Monday, Nov 13**

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

Upload image of *Redesign* **prototype** to MS Teams BEFORE class begins **Wednesday, Nov 13**

Submit: *Creative Brief* **as PDF** to eLearning by 11:59 pm **Sunday, Nov 17**
(worth 20 pts on Final Project)

14A – Touch Base on Final Projects

Submit Portfolio: Assignment 4: *Redesign* project by 11:59 pm **Monday, Nov 18**

Week 14
Nov 18-22

Upload images of five (5) *Billboard Campaign* **sketches (billboard & bus stop)** to MS Teams <u>BEFORE</u> class begins **Monday, Nov 18**

14B – Touch Base on Final Projects

Upload images of *Billboard Campaign* **prototypes** to MS Teams <u>BEFORE</u> class begins **Wednesday, Nov 20**

FALL BREAK – Nov 25-29 (NO CLASS)

Week 15
Dec 2-6

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

Final Exams Week
Dec 9-13

Submit Portfolio: Final Project: *Billboard Campaign* by 11:59 pm **Sunday, Dec 8** (Absolute deadline)

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.

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.

Accommodations

The University makes reasonable accommodations for students with properly documented disabilities. If you're eligible to receive and 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.

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.

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.
Course Access and Navigation	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.
	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.
Communications and Microsoft Teams	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 the semester. Please download the Microsoft Teams application at the beginning of the semester.
	Student emails and MS Teams messages will be answered with 3 working days under normal circumstances.
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.
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."*
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.
	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.
	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

Registrar's Intranet

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.

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 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.

Please Note

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

Academic Integrity

The faculty expects from its students a high-level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work. Additional information is provided within their website.

Academic Dishonesty

Academic dishonesty can occur in relation to any type of work submitted for academic credit or as a requirement for a class. It can include individual work or a group project. Academic dishonesty includes plagiarism, cheating, fabrication, and collaboration/collusion. In order to avoid academic dishonesty, it is important for students to fully understand the expectations of their professors. This is best accomplished through asking clarifying questions if an individual does not completely understand the requirements of an assignment.
Additional information related to academic dishonesty and tips on how to avoid dishonesty may be found on their website.

Copyright Notice

It is the policy of UT Dallas to adhere to the requirements of the United States Copyright Law of 1976, as amended, (*Title 17, United States Code*), including ensuring that the restrictions that apply to the reproduction of software are adhered to and that the bounds of copying permissible under the fair use doctrine are not exceeded. Copying, displaying, reproducing, or distributing copyrighted material may infringe upon the copyright owner's rights. Unauthorized distribution of copyrighted material, including unauthorized peer-to-peer file sharing, may subject students to appropriate disciplinary action as well as civil and criminal penalties. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. The fair use exemption has more information. As a UT Dallas student, you are required to follow UT Dallas' copyright policy, UTDPP1043 and the UT System's copyright policy, UTS107.
In accordance with Regents' Rule 90101, section 6, and federal copyright law, a student enrolled in a course owns the intellectual property created by the student in the course.