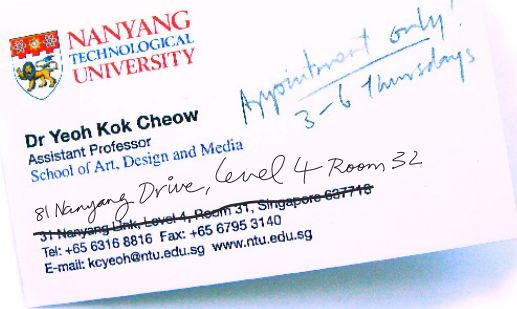


2D

DESIGN & COLOR WORKSHOP II



2D II (FDN 122) is a continuation of 2D I which further aims to add to students' development, both in practical skills of handling paper-based media and other related techniques as well as the conceptual skills, necessary for developing and communicating design ideas.

They are expected to extend their knowledge base about the fundamental elements of 2D design and color theory and use, the range of procedures that make up design processes, reinforce good studentship including prompt, regular attendance; self-motivation and direction; as well as making contributions to peer learning and critique. Cultural and ethical issues of design, like sensitivity to a range societal influences and respect for intellectual property are also stressed.

OBJECTIVES

To explore the use of a range of media and practical techniques.
To investigate fundamental aspects of 2D design, color theory and use.

To explore the creative and conceptual elements and principles of design processes.

To identify good practice in studentship and professional behavior.

To organize and relate abstract ideas to practical outcomes through word and images with appropriate applications of the principles and elements of art and design.

To competently and confidently articulate, discuss, and comment on their work as well as peers'.

To experiment and create through inventive use of materials, media and techniques.

METHOD OF INSTRUCTION

Readings and discussions, projects, class exercises, critiques.

ATTENDANCE POLICY

Excessive tardiness and absences will NOT be tolerated and will adversely affect your final grade.

Students who have poor attendance (three or more absences) through the semester will have a grade dropped of one full grade point.

Tardiness in excess of fifteen minutes after the beginning of class will constitute an absence.

Leaving the class early without a valid reason or permission will be considered as absence for that session. An absence with a Medical Certificate (MC) is still an absence. A maximum of one (1) absence due to a pre-approved Leave of Absence may be excluded from the total count of "Poor Attendance."

In exceptional circumstances, students can apply for a Leave of Absence a week in advance by filling out a form available from the Academic Manager's office, and subject to Dean's office approval. Students granted a leave are still responsible for completing all assignments due during the absence, and may be subject to a lower grade due to late submission.

EVALUATION & GRADING

Weekly assignments: 40% +
Project 1: 20% + Project 2: 20% +
Studentship (participation, timely completion, and responsiveness): 10% +
Workbook: 10% =
TOTAL: 100%.

Your final portfolio will include the final, printed examples of that work as well as electronic variations (if any) and trials leading up to your finished, final solutions documented in a workbook. An incomplete grade is given only in an extreme circumstance. If you foresee the necessity for an incomplete grade, see me as soon as possible.

No assignments will be accepted after the due date specified.

There are no exceptions to the rule unless an arrangement has been made between the student and the professor to revise the project/exercise/assignment. Failure to complete an assignment on time is an automatic failure of that assignment. Students who miss lectures and class discussions must obtain notes for the classes

and assignments missed from a classmate prior to the next period. Assignments from other classes may not be turned in as a substitute for this class.

SCHOLASTIC HONESTY

All finished work must be your own. If you use any reference material, the source must be credited in writing where applicable.

CIVILITY

Students are expected to assist in maintaining a classroom environment which is conducive to learning. Students are advised to turn off their hand phones, beepers or any other forms of irrelevant electronic devices that may be deemed distracting during class. Students are also asked to refrain from eating or drinking in class, making offensive remarks, reading inappropriate materials, sleeping or engaging in any other forms of distraction such as talking while the professor is teaching, and so forth. Failure to meet these rules will result in minimally, a request to leave class. A more serious form of violation of these rules could result in being considered absent.

REFERENCES

John Bowers, *Introduction to Two-Dimensional Design: Understanding Form and Function*. ISBN: 0-471-29224-9.

Gunther Kress and Theo van Leeuwen, *Reading Images: The Grammar of Visual Design*. ISBN: 0-415-31914-5

Charles Wallschlaeger and Cynthia Busic-Snyder. *Basic Visual Concepts and Principles: For Artists, Architects and Designers*. Publisher: McGraw Hill. ISBN 0-697-00651-4

Jim Krause, *Creative Sparks*. Publisher: How Design Books. ISBN: 1-58180-438-5

Tom Fraser & Adam Banks, *The Complete Guide to Colour*. Publisher: Ilex. ISBN: 1-904705-22-7

Design is about making connections

In this semester, we will be making connections to different ideas, techniques, materials, people by exploring projects and weekly exercises that deal with:

- 1) the processes involved to achieve the end result;
- 2) the message that needs to be communicated;
- 3) the audience in which the message is intended and
- 4) the medium used to carry the message across.

Please note that the professor reserves the right to add/remove/change/revise/recall any projects, exercises, and assignments.

PROJECT 1: A NEW VIEW OF REALITY (WEEKS 1 - 6)

By adopting new ways to interpret our “designed” realities, we’ll explore different ways to derive new meanings visually with images only. Change your viewing perspective to create a new representation of reality. For starters, how can pictures be combined with animation, illustration, or another styles of expressions? Can you extract new meanings from an old object?

Consider the following possibilities:

Distortion, twisting and turning

Can an object be placed so that it will be seen in a totally new light? How far can you push the distortion before it becomes unrecognizable, disturbing or misleading?

Playing with angles

How can something be shown from a different angle? How could you adjust the space or perspective to create a new view? Does the importance of the object change when the angle is changed?

Playing with objects

Can objects or human bodies, in that sense, be molded into one to allow them to take on a new shape? In what ways can they complement each other?

Changing of roles

Put yourself in the position of any object or creature and look at the world through its eyes. Use these to discover new angles and new images.

Micro and Macro

You can also open up new ways to view things at a microscopic or macroscopic (large enough to be observed by the naked eye) level.

Proportions and dimensions

When things change in size, they can take on a surprisingly new look. What elements can be reduced or enlarged? What happens when they are greatly exaggerated?

Obstructed view

Does the surface and its surroundings play an important role? Haze, fog, broken glasses, blurry vision can create optical illusions and ambiguity

Project 1 due at the beginning of the class of week 7. Be ready to present your work.

PROJECT 2: DESIGN AS A SOCIAL COMMENTARY (WEEKS 7 - 12)

You are given the liberty to propose a project which utilizes text and images, combined as a visual composition to send a bold message. You may present your design ideas in single view from the following choices: political, social, cultural, environmental, functional, aesthetic, etc. Apply proper elements and principles of design, creativity and technical skills to answer the question, for example, “what can I do to prevent the spread of HIV?” Then, visually represent the message where you get to pick the applicable size and relevant medium.

Project 2 due at the beginning of the class of week 13. Be ready to present your work.

WEEKLY ASSIGNMENTS:

WEEK 1:

- Lecture
- Introduction/1st project
- Weekly assignment

WEEK 2:

- Lecture
- Weekly assignment: Understanding grid & structure

WEEK 3:

- Lecture

- Weekly assignment:

WEEK 4:

- Lecture
- Weekly assignment:

WEEK 5:

- Lecture
- Weekly assignment:

WEEK 6:

- Lecture
- Weekly assignment:

WEEK 7:

- Project 1 due. Presentation.
- Introduction to 2nd project

WEEK 8:

- Lecture
- Weekly assignment:

WEEK 9:

- Lecture
- Weekly assignment:

WEEK 10:

- Lecture

WEEK 11:

- Weekly assignment:

WEEK 12:

- Weekly assignment:

WEEK 13:

- The final week.
- Project 2 due. Presentation
- Workbook due.

SCHEDULE						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Jan 1	2	3	4	5	6
7	8 - WEEK 1	9	10	11	12	13
14	15 - WEEK 2	16	17	18	19	20
21	22 - WEEK 3	23	24	25	26	27
28	29 - WEEK 4	30	31	Feb 1	2	3
4	5 - WEEK 5	6	7	8	9	10
11	12 - WEEK 6	13	14	15	16	17
18 Holiday	19 - WEEK 7 Holiday	20 Holiday	21	22	23	24 Break begins
25	26	27	28	Mar 1	2	3
4	5 - WEEK 8	6	7	8	9	10
11	12 - WEEK 9	13	14	15	16	17
18	19 - WEEK 10	20	21	22	23	24
25	26 - WEEK 11	27	28	29	30	31
Apr 1	2 - WEEK 12	3	4	5	6	7
8	9 - WEEK 13	10	11	12	13	14 - Revision & Exams

2007 PUBLIC HOLIDAY

- 1 Jan 2007 New Year's Day (The following Tuesday will be a public holiday)
- 2 Jan 2007 Public Holiday
- 18 Feb 2007 - 19 Feb 2007 Chinese New Year (The following Tuesday will be a public holiday)
- 20 Feb 2007 Public Holiday
- 6 Apr 2007 Good Friday
- 1 May 2007 Labour Day
- 31 May 2007 Vesak Day
- 9 Aug 2007 National Day
- 13 Oct 2007 Hari Raya Puasa
- 8 Nov 2007 Deepavali
- 20 Dec 2007 Hari Raya Haji
- 25 Dec 2007 Christmas Day

(Source: http://www2.ntu.edu.sg/calendar/CSS_CAL)