

## DN1006

## FOUNDATION 2D II

## LEARNING OBJECTIVES

To further develop in students the practice-based introduction to the principles of 2D design that were introduced in DN1002 Foundation 2D I. To place 2D design within a larger cultural context. To develop the students independence within 2D design.

## CONTENT

In this course the students will further develop the ideas and approaches outlined in DN1002. Material exploration will constitute a core part of this course and materials will be examined from the point of view of their formal constituents and the part they play in determining the final design. The many ways that a design can be read will also be a significant feature of this course and 2D form will be presented as a thing that has a textual component that is part innate and part culturally determined.

## LEARNING OUTCOME

The student will have developed their knowledge of 2D techniques and strategies with a special emphasis on signification and cultural context. The students will begin to be able to establish their own independent creative position within 2D.

## STUDENT ASSESSMENT

Continuous Assessment : 80%

-Knowledge and Research 40%  
(Preliminary research process. Development of concept. Identifying direction)  
-Application of knowledge 45%  
(Transfer of knowledge. Creative process. Skills, techniques and craftsmanship)  
-Participation and attitudes 15%  
(Meeting deadlines. Participation in class discussions. Ability to communicate clearly.)

Portfolio : 20%

Consists of the following that will be checked regularly:

- Hardcopy Visual Journal (Process workbook)
- Virtual documentation on Open Source Studio (OSS)

## TEXTBOOK &amp; REFERENCES

## Recommended Reading:

- a. C Wallschlaeger, C Basic-Snyder, Basic Visual Concepts and Principles: For Artists, Architects and Designers, Wm. C. Brown
- b. S Bleicher, Contemporary Color: Theory and Us, Thomson Delmar Learning
- c. Johannes Itten, The Art of Color, Jon Wiley & Sons
- d. Chen Design Associates, Fingerprint: The Art of Using Hand-Made Elements in Graphic Design, HOW Books

## MATERIALS

**Essential Materials to be purchased by student. For each project student will be notified about requirements**

- Range of pencils
- Metal Ruler
- Craft knives (X\_ACTO or pen knife)
- Scissors
- A4 Drawing Pad any type- any paper for sketching
- Blue Tack (this will be important to secure works during critique)
- External Drive (8-16 GB)

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## WEEKLY PLANNING

## 11 JANUARY / WEEK 1

Classes start on 11 January 2016

Add/drop period  
11-24 Jan 2016**Lecture:** Image and Context: On Image and Transformation**In class:** Exercise "Hello my name is..."Introduction to Project 1: "Typographic Portraits"  
About: Using your name create typographic portrait**Homework:** Prepare Research in Visual Journal, Complete Exercise done in class  
Research on any of the following Artists: Hannah Hoch, DADA and Russian Constructivists, How to reconstruct, Use of unconventional Tools, From 2D-3D-2D, Photomontage and Collage, Paper Cut-outs, Layering, David Carson 2

## 18 JANUARY / WEEK 2

**Lecture:** DIY and Handmade Graphics; Transformation: Deconstruction and Reconstruction;  
Juxtaposition of images and the effects of design and chance; Combining Text and Image**In class:** Continue Research on Project 1/Concept, Style and Technique  
Review of Visual Journal**Homework:** Continue working on Project 1/Decide on six subjects + format

## 25 JANUARY / WEEK 3

**Lecture:** Collecting and using visual reference material/Intellectual property**In class:** Informal critique on progress-peer review**Homework:** Continue working on Project 1/Explore techniques

## 1 FEBRUARY / WEEK 4

**Lecture:** Color and ContextIntroduction, to color in cultural and historical contexts  
Introduction to the symbolic use of color**In class:** Informal critique on progress-peer review**Homework:** Continue working on Project 1/Final editing and preparing for presentation

## 08 FEBRUARY / WEEK 5

Chinese New Year  
Gong Xi Fa Cai!!!

No Classes on:

08 February 2016 (Monday)

09 February 2016 (Tuesday)

**In class:** Finishing Project 1**Homework:** Visual Journal and Project 1 6XA5 postcards due

## 15 FEBRUARY/ WEEK 6

**Submission of Project 1****In Class:** Group Critique**Introduction to Project 2:** "Point of View", Choose topic the interest you and then express it in 18 different points of view.**Homework:** Research for project 2 Subject that interests you

## 22 FEBRUARY / WEEK 7

**Lecture:** Rhetorical Figures in Visual Design**In Class:** Working on Project 2/Presenting Ideas, progress of sketches, comparing them and analyzing them.**Homework:** This project encourages hand-made art and hybrid-media, combining analogue and digital methods of production. Experiment with interesting materials and methods.

<http://www.designersandbooks.com/blog/fleeting-notions-concrete-things-books-every-graphic-designer-should-read%E2%80%9494ellen-lupton>

In accordance to the progress of each class, the outline is subject to change.  
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29 FEBRUARY  
- 04 MARCH 2016

**RECESS WEEK NO SCHOOL**

Make up Classes Due To CNY - Open Studio

07 MARCH/ WEEK 8

**Lecture:** Creative Development/Ideation, visualization and communication, Content and Presentation Design Theme and Audience, Inspiration and serendipity

**In class:** Informal critique on Project 2 on progress/peer review

**Homework:** Continue working on Project 2/Final editing and preparing for presentation

14 MARCH / WEEK 9

**Submission for Project 2**

**In Class:** Peer-Critique of Project 2

Introduction to Project 3: "Zine"

Zines refer to Indie publishing staple bound booklets produced cheaply. The attraction of zines lies in its accessibility and ease of production as well as its relaxed and ephemeral character.

**Homework:** Research on Zine

21 MARCH / WEEK 10

**Lecture:** Experimental Formats (Imposition/Page Order and Orientation)

**In Class:** Working on Zine Layout/material/technique

**Homework:** Work on Layout and Format of your book

28 MARCH / WEEK 11

**Lecture:** Basic Principles of Layout, Style of Layout, Pace and Contrast, Size and Format

**In Class:** Working on Zine Layout/material/technique

**Homework:** Continue Working on Project 3

04 APRIL / WEEK 12

**In Class:** Hand Binding/Printing "Zine"

11 APRIL / WEEK 13

**END OF TEACHING WEEKS - Submissions and Final review**

18 APRIL / WEEK 14

The revision and examination period is from 18 Apr 2016 to 06 May 2016. Officially there are no lessons.

25 APRIL / WEEK 15

The Grade Review /Moderation Meetings are expected to take place between 25 April to 29 April 2016.

\*The deadline for submission of the final marks/grades for Semester Two(2) of AY 2015-16, for courses without the final written exam administered by university, is expected to be on 02 May 2016.

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