

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 : 60%

■ **Knowledge and Research: 45%**

- Knowledge acquisition through research and presentation
- Evidence of preliminary literal and visual research activities, development of concepts (ideation) and project direction.

■ **Application of knowledge: 45%**

Ability to transfer knowledge and research into studio work, creative process, skills, techniques and craftsmanship.

■ **Presentation: 10%**

Student's design disciplines professionalism, engagement, articulation and clarity in project management

Portfolio : 20%

Consists of the following that will be checked regularly:

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

Participation: 20%

Participation assessment components may include:

Attendance (10%), contribution such as group discussions, presentations, (10%)

TEXTBOOK & REFERENCES

Recommended Reading:

- C Wallschlaeger, and C Basic-Snyder, Basic Visual Concepts and Principles: For Artists, Architects and Designers, Wm. C. Brown
- Sean Hall, This Means This, That means That: A User's Guide to Semiotics, Laurence King Publishing
- Johannes Itten, The Art of Color, Jon Wiley & Sons
- Bleicher, Contemporary Color: Theory and Us, Thomson Delmar Learning
- 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- and paper for sketching
- Blue Tack (for critique use)
- External Drive (8-16 GB)
- Laptop

In accordance to the progress of each class, the outline is subject to change.
The professor reserves right to make amendments.

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WEEKLY PLANNING

12 JANUARY / WEEK 1

Classes start on 09 January 2016

In class: Exercise "Hello my name is...", Module introduction, Weekly planning, Student Presentations

Introduction to Project 1: "Que sera"

Homework: Prepare research in Visual Journal and decide on 4 jobs

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 - Upload research onto OSS

19 JANUARY / WEEK 2

In class: Continue Research on Project 1/Concept, Style and Technique + Individual Consultation

Homework: Continue working on Project 1/Decide on six subjects + format

26 JANUARY / WEEK 3

In class: Informal critique on progress - Group Consultation (Min. 2 digital compositions completed)

Homework: Continue working on Project 1/Explore techniques

Presentation 1: Semiotic Signs, Symbols and Ways of Meaning

02 FEBRUARY / WEEK 4

Chinese New Year!

No Classes on:

30 January (Monday)

In class: Informal critique on progress-peer review - Group Consultation (Test-prints and Mock-ups)

Homework: Continue working on Project 1/Final editing and preparing for presentation

Presentation 2: Image and Text

09 FEBRUARY / WEEK 5

Submission of Project 1 (4 X A4 compositions digital print)

In class: Project 1 Critique

Introduction to Project 2: "Zine: Neighbourhood Explorer"

About: In this project students will respond to a specific outdoor/indoor site in Singapore

Homework: PART 1 Research for Project 2: Begin with observing and experiencing with as many senses as possible, an assign location. Be encouraged to employ a variety of methods and media for documenting and generating form. Reflect on unique interpretation of what is important for development of identity of the place. Document this in creative ways.

16 FEBRUARY / WEEK 6

In Class: Review on visual and verbal review of your experienced environment through images, footage, and recordings found objects - Individual Consultation

Homework: Avoid Convention and use more expressive and responsive notion of what and identity could be in today's visual culture (form color, rhythm, dynamic interplay in the space)

Presentation 3: Image and Transformation

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23 FEBRUARY / WEEK 7

In Class: Refining Ideas, progress of sketches, comparing them and analyzing them with regards of activities and behavior of location - Group Consultation

Presentation 4: Colour and Meaning

02 MARCH / RECESS

MAKE UP CLASS FOR 09 MARCH

Formal Presentation of Project 2: Part 1 Research

Presentation 5: Experimental Formats Zines

Presentation 6: On publication (book) Format and Grids

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

09 MARCH / WEEK 8

NO CLASS

NO CLASS - LECTURER IS AWAY FOR CONFERENCE

Homework: Continue working on Project 2/Final editing and preparing for presentation
Install Adobe InDesign onto Laptops

16 MARCH / WEEK 9

Please bring laptop with
InDesign pre-installed

In Class: InDesign Lesson on Zine Layout, Print and folding

Homework: Start drawing, scanning, editing your art works into layout

23 MARCH / WEEK 10

In Class: Working on Zine Layout/material/technique

Homework: Work on Layout and Format of your book

Presentation 7: Experimental binding - Accordion Book, Saddle Stitch and Stab Binding

30 MARCH / WEEK 11

In Class: Working on Zine Layout/material/technique - Individual Consultation (Digital)

Homework: Continue Working on Project 3. Try out various binding techniques. Print mock-ups.

06 APRIL / WEEK 12

In Class: Peer-review and Group Consultation with printed mock-ups.

13 APRIL / WEEK 13

Project 2 Final Submission

Visual Journal and OSS Submissions