

Design Fundamentals

51-260 (9 units)

June 27 through August 5 (no class July 4)

1:30-3:20p MTWRF

Studio: Margaret Morrison 115

Lecture Room: Margaret Morrison 121

Instructors:

Matt Beale

Wayne Chung

Dylan Vitone

Laura Vinchesi

Background:

Designers help create the artifacts of our everyday experiences—from software applications, to magazines and books, to automobiles, to toothbrushes. Over six weeks, experienced design faculty and design practitioners will take you through core experiences in the communications and product design processes. These experiences will include design research, conceptualization, three-dimensional design, working with images and text and the presentation of your design work. Students will need a digital camera and may be asked to purchase up to \$100 in materials to support class work.

Class starts promptly at 1:30pm. On time arrival and full attendance will be a factor in grading. Students are expected to take notes throughout the course and keep track of assignments whether they are given orally or in writing. Assignments may be added or changed throughout the course.

Week 1 and 2

Lead Instructor: Matt Beale

You will be introduced to and use several research methods to better understand the design problem and the people you are designing for. You will determine your area of interest within the larger design problem. You will learn how to synthesize your research and apply your findings to create volumetric mockups.

Note: No class session on Monday, July 4.

Week 3 and 4

Lead Instructor: Wayne Chung

During these two weeks, you will use drawing and modeling techniques to develop your design to a final design concept. In addition to the function of your design concept, you will also address esthetics, usability, and materials selection.

Week 5

Lead Instructor: Dylan Vitone

Using the concept model resulting from Week 4, you will explore ways to visually document your design and express ideas through image. In a series of assignments, you will use documentary, expressive, narrative, and advertising photography techniques.

Week 6

Lead Instructor: Laura Vinchesi

In this final week, you will use documentation of your 3D models and 2D drawings as well as a simple visual and written "identity" for your concept to create an 11x17 poster that persuasively communicates the attributes of your solution. This project will allow you to explore some basic issues of communication design including 2D composition, information hierarchy, and balance of type + image.