Course Title: **BASIC DESIGN STUDIO – II**

Course Code: BFGD-103

Credit Hours: 4 (2+2)

<u>Course Outline:</u>

Application of the elements and principles of art and design, on simple layouts. Emphasis is on theories and the principles of two-dimensional organization.

Course Objectives

- Realization & application of the elements and principles of design
- To demonstrate self-reflection, and critical thinking based on constructivist approach
- To create empathy in students about their community
- To start a dialogue between self and outer world
- To develop students' critical thinking, problem-solving, and analytical skills.
- To foster creativity and innovation in design.

Course Outcomes

Upon the successful completion of this course students will be able to develop

- Ability to communicate through visual form.
- Ability to interpret signs and symbols.
- Ability to synthesize indigenous, native, ideas and artifacts into personal artistic style and vision.
- Ability to intentionally manipulate media for specific outcomes.
- Ability to manifest a personal vision across a range of media.
- Above all to start thinking out of the box.

Course Contents

- Hands on training to experiment with design principles.
- Giving the ideas an intentional form
- Communication through form
- Demonstrate self-reflection, formative evaluation and critical thinking.
- Introduction to compositional devices
- Exercises to practice positive and negative space
- Depth and value exercises, ooze, spatter, splash and drip exercises.

Recommended Books

1. Lupton, E., & Phillips, J. C. (2015). *Graphic design: The new basics*. San Francisco: Chronicle Books.
2. Wilde, J., Wilde, R. (2014). *The Process A New Foundation in Art and Design*. Laurence King Publishing
3. Pentak, S., Roth, R., & Lauer, D. A. (2012). *Design basics: 2D and 3D*. Boston: Cengage Learning.
4. Landa, R. (2012). *Essential graphic design solutions*. Boston: Cengage Learning.
5. Lupton, E. (2010). *Thinking with type: a critical guide for designers, writers, editors, & students*. New York: Princeton Architectural Press.
6. Edwards, B. (2008). *Drawing on the artist within*. New York: Simon and Schuster.
7. Roukes, N. (1984*). Art synectic*. Worchester, Massachusetts: Cengage Learning.