

DEREE COLLEGE SYLLABUS FOR: **GD 2002 RESEARCH-CONCEPT-DESIGN**

(Fall 2021)

UK LEVEL 4
UK CREDITS: 15
US CREDITS: 3/1/3

PREREQUISITES:	None									
CATALOG DESCRIPTION:	An introduction to the principles and process of design practice. The importance of research within the creative process, and how ideas are generated and transformed into strong creative concepts.									
RATIONALE:	This course aims to familiarize students with the creative process and the journey from a brief to the final design solution. It will teach them how to read a brief, define the problem/challenge, and research a subject. It will also train them in using idea-invention techniques such as brainstorming in order to create viable solutions and concepts that can be applied to Graphic Design or other design and communication projects.									
LEARNING OUTCOMES:	<p>As a result of taking this course the student should be able to:</p> <ol style="list-style-type: none"> 1. Interpret a design brief. 2. Examine a subject through research and evaluate the findings. 3. Develop creative concepts by utilizing brainstorming. 4. Compose digital or print-based presentations to support a visual concept. 									
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> → Classes consist of lectures, demonstrations, and problem-solving sessions, class critiques and discussions. → Visits to companies and/or production sites. → Attendance of lectures/workshops by professionals offered on campus and/or in companies. → Studios: students are encouraged to use studio facilities for the completion of their works. → Media labs: students use media labs for the completion of projects and portfolios. → Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture and reading material. → Use of Blackboard, where instructors post assignments, instructions, announcements, as well as additional resources. 									
ASSESSMENT:	<p>Summative:</p> <table border="1"> <tr> <td>First assessment: Submission of visual research</td> <td>40%</td> </tr> <tr> <td>Final assessment: Submission of project</td> <td>60%</td> </tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>Creative session: written response to a design brief</td> <td>0</td> </tr> <tr> <td>Midterm in-class test: Presentation of project and discussion</td> <td>0</td> </tr> </table> <p>The formative exercises aim to prepare students for the assessments. The first assessment tests Learning Outcomes 1, 2. The final assessment tests Learning Outcomes 3, 4.</p> <p>Students are required to resit failed assessments in this module.</p>		First assessment: Submission of visual research	40%	Final assessment: Submission of project	60%	Creative session: written response to a design brief	0	Midterm in-class test: Presentation of project and discussion	0
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Final assessment: Submission of project	60%									
Creative session: written response to a design brief	0									
Midterm in-class test: Presentation of project and discussion	0									
INDICATIVE READING:	<p>REQUIRED READING: Lupton, Ellen. <i>Graphic Design Thinking: Beyond Brainstorming</i>. Princeton Architectural Press, 2011.</p> <p>RECOMMENDED READING:</p> <ul style="list-style-type: none"> • Berger, John. <i>Ways of Seeing</i>. Penguin, 1972. • Fletcher, Alan. <i>The Art of Looking Sideways</i>. Phaidon Press, 2000. 									

	<ul style="list-style-type: none"> • Gill, Bob. <i>Graphic Design as a Second Language</i>. Images, 2003. • Inglede, John. <i>The A - Z of Visual Ideas</i>. Laurence King, 2011. • Noble, Ian and Russell Bestley. <i>Visual Research: An Introduction to Research Methodologies in Graphic Design</i>. AVA Publishing, 2011.
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL: Computer with Internet connection</p> <p>RECOMMENDED MATERIAL:</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Ability to present and discuss research and creative concepts in front of an audience.</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Word</p>
<p>WWW RESOURCES:</p>	<ul style="list-style-type: none"> • https://hbr.org/2018/03/better-brainstorming • https://abduzeedo.com. Abduzeedo is a collective of individual writers sharing articles about design, photography, and UX. • https://eyeondesign.aiga.org/ • https://www.itsnicethat.com/
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. Understanding a brief 2. Identifying the problem 3. Research a subject 4. Research findings as a source for ideas 5. Generating an idea – Brainstorming 6. Visual research 7. Copyright issues 8. Supporting an idea with mood-boards 9. Presenting an idea/concept