

SYLLABUS FOR DESIGN - McDANIEL COLLEGE BUDAPEST

ART 1117 - DESIGN

Professor: Zsófia Görömbei

Contact: zsofig@gmail.com

Availability: shortly before and after class or by appointment

COURSE DESCRIPTION:

Students will learn to acquire and practise the skills essential for the designing process. During the course of the lessons they will be encouraged to look at everyday objects in a new way, from a different perspective, focusing on their form and texture as well as their function. Assistance will be provided throughout the lessons and there will be a discussion about the tasks at the beginning of each lesson. The final exam will consist of students presenting and explaining their individual design, elaborating on the goals and the process of their work.

COURSE OBJECTIVES:

- help students attain the basics of a designer' s way of thinking
- encourage students to get rid of stereotypes and look at basic objects in a new way
- attain a critical approach to everyday objects around them
- develop creativity through specific exercises

LEARNING OUTCOMES:

Students will improve in the fields of Critical Thinking, Creative Expression and Communication by attaining skills in the following:

- examining and analyzing examples from the history of design, students learn how the design of objects and products is socially and culturally rooted and thus learn to appreciate works of art in this light
- students will develop critical thinking by learning to always question and analyze the design of everyday objects that surround us
- students will get a first-hand experience in the designing process and so take part in creative problem-solving
- students will master particular skills that a designer needs
- students will develop a body of work (a portfolio of the assignments as well as a final project) that shows their ability to think through and carry out an idea
- students will take part in organizing an exhibition and through this experience learn how to display their work so that it best communicates their artistic intention (and also learn the know-how of organising an exhibition)

REQUIRED MATERIALS

All materials necessary for completing this course will be provided in class. For the individual project, assistance will be provided if it is necessary.

ASSIGNMENTS AND GRADING:

100 points total (the letter grades will be assigned according to the grading system of McDaniel Budapest)

- attendance, in-class participation 50 points
- mid-term exam 20 points
- final exam (individual project) 30 points

COURSE POLICIES:

As this class is based on practice and cannot be completed away from the classroom, student attendance and participation is a basic requirement. Each class deals with a different material/skill students need to learn in order to complete their individual project and achieve the goals of the course. For these reasons, uncertified absence will result in lower grades. Two certified absences are allowed without any consequences in the final grade – after that, a full letter grade per missed class will be deducted from your final course grade. (Please note that this course has two classes in one block – so by missing a session you miss two classes. Also, appearing 30 minutes after the class begins will be counted as absence.) You are also encouraged to arrive on time as the classes generally start with a presentation on the given topic that helps you get started in the activity for that given lesson.

As the lesson is a little over three hours long and in each lesson you will be involved in completing a project working individually, there is a short (10-minute) break which you are allowed to take at any time during the lesson. You are also allowed to listen to music (without disturbing the others, of course) while you are working.

Students are expected without question to adhere completely to the McDaniel College academic honor code.

It is not allowed to use artworks from other artists and present them as one's own idea.

Plagiarism is strictly prohibited, and will have consequences. Ordinarily, an "F" in the course is the minimum penalty for a first offense.

WEEKLY SCHEDULE:

WEEK 1

Introduction to the course. Talking about design in general through examples – discussion about the essence and purpose of design. Introducing the different assignments of the semester.

Introductory task: product design

WEEK 2

Layering paper I. Using layers of paper to express an abstract idea (depth, distance, etc.) - finding a way to use this technique for the expression of a certain feeling or atmosphere.

Product design - pages of a calendar

WEEK 3

Layering paper II. Layering sheets of paper to create elements that can be used in architectural design.

WEEK 4

Patterns I. Experimenting with cupcake paper to create patterns and enhance forms.
Fashion design - a piece of 'clothing'.

WEEK 5

Patterns II. Folding paper (using certain restrictions) to create a seamless pattern that can be sequenced and put to use.

WEEK 6

Architectural design. Using all techniques learnt so far to create an installation for a specific purpose.

WEEK 7

Package design – folding paper. Designing a package for different items of jewelry.

WEEK 8 MID-TERM EXAM**WEEK 9**

Package design – folding paper. Designing a package for a specific product to be introduced in class.

WEEK 10

Jewelry design. Wire. Experimenting with the bending and folding of wire to create patterns – introduction to jewelry design.

WEEK 11– DEADLINE FOR INDIVIDUAL PROJECT

Jewelry design. Experimenting with different shapes and materials.

WEEK 12

Deadline for the final project. Individual work - consultation

WEEK 13

Individual work – consultation

WEEK 14 FINAL EXAM: PRESENTATIONS OF INDIVIDUAL PROJECTS

RECOMMENDED READING:

MORRIS, R. (2009)

The fundamentals of Product Design (AVA Publishing ISBN 2-940373-17-5)

NORMAN, Donald (2002)

The Design of Everyday Things (New York: Basic Books ISBN 0-465-06710-7)

The Psychology of Everyday Things

LIDWELL, William

Universal Principles of Design

WEEKLY SCHEDULE:

1st half of the semester: experimenting with everyday objects, using them to create various forms and structures.

WEEK 1

Introduction to the course.

Pins – the dot. Making a drawing based on a selected notion, then transforming the drawing into a basic 3D picture using pins, thread and cardboard. (Using only dots and lines to express a notion – exploring the effects of 3D)

WEEK 2

Staples – the line. Experimenting with staples – creating a picture using only the short „lines“ of the stapler, working with the scarcity and density of the lines next to one another. Also, getting inspiration from the material and the basic form of staples. „Building“ a picture using staples.

WEEK 3

Tape – the stripe. Experimenting with how a „never-ending“ line/stripe can be used to create an effect, to express an idea. Also exploring how the created form can be altered by turning, twisting, folding the stripe, thus giving it a new dimension.

WEEK 4

Toothpicks/matches – the rod. Building basic structures from toothpicks. Building on the special shape of this material, the possibility of using it as a mass as well as a single building element.

WEEK 5

Sipping straw – the tube. Experimenting with the tube as a basic building element. Playing with transparency/colour, etc. to create a form.

WEEK 6

Paper plates – the circle/disc. Using the segments of the disc as well as folding and cutting the original shape to create different structures.

WEEK 7

Midterm exam. Creating an object using one of the materials and techniques from the previous weeks. Making use of the nature (colour, texture, etc.) of the chosen material to its full extent.

2nd half of the semester: finding a basic element that can be used to create a 3D structure by simple sequencing. Building an object using this element.

WEEK 8

Square. Using a square of a given size, creating an element (through cutting, folding, etc.) that can be sequenced to create a unique form or series of forms.

WEEK 9 – spring break, no class

WEEK 10

Square II. Using the element of the previous lesson to create a 3D structure or form.

WEEK 11

Circle. Using a circle of a given size, creating an element (through cutting, folding, etc.) that can be sequenced to create a unique form or series of forms.

WEEK 12

Circle II. Using the element of the previous lesson to create a 3D structure or form.

WEEK 13

Stripe. Folding, cutting, glueing pieces of a paper-strip to create various forms and structures.

WEEK 14

Creating a single, unique basic element that can be sequenced and used to create a 3D structure. Considering how texture and colour can be used to enhance the nature of that element. Designing an object using this element.

WEEK 15

Creating an object using the basic element made in the previous lesson. The object should be in alignment with the basic element, it should be designed so that the form is a natural result of the sequencing of that element.

WEEK 16

Final exam. Exhibiting and presenting the works of the course in a personal exhibition. Discussion and answering questions.

SHOPS WHERE MATERIALS CAN BE PURCHASED:

-Panton

1075 Budapest, Rumbach Sebestyén u. 15/a.

Mo – Fr 9:00 – 17:00 / Sa 10:00 – 13:00

-Képzőművészeti Szakáruház (Fine art Special Department Store)

1065 Budapest, Nagymező u. 45.

Mo – Fr 9:00 – 18:00 / Sa 10:00 – 13:00

-Portré No.1. Művészbolt (Portrait No.1. Special Store for Artist's Supply)

1065 Budapest, Nagymező u. 47.

Mo – Fr 9:00 – 18:00 / Sa 9:00 – 12:00

-Ápisz

1053 Budapest, Kossuth Lajos u.2/a.

Mo – Fr 10:00 – 18:00 / Sa 9:00 – 13:00

-KES Papír Szakáruház

1085 Budapest, József krt.27.

Mo – Fr 10.00 – 18.00 / Sa 9.30 – 13.00