

AAD 0044 - SKETCHING FOR DESIGN

Catalog Description

Hours: 72 (36 lecture, 36 activity)

Description: Introduction to concept sketching techniques for design, illustration, photography and multimedia utilizing a variety of drawing media and creative problem solving concepts. Emphasis on developing visual communication skills for advertising, graphics, illustration, product design, and storyboarding for time-based media. (CSU)

Course Student Learning Outcomes

- CSLO #1: Create thumbnail sketches, concept drawings and final mock-up drawings.
- CSLO #2: Evaluate completed projects in terms of drawing technique, composition, aesthetic communication, historical/cultural references and meeting project criteria.
- CSLO #3: Develop and strengthen personal creative expression and portfolio preparation through creation of personal sketchbooks, drawings for classwork, and independent drawing.

Effective Term

Fall 2020

Course Type

Credit - Degree-applicable

Contact Hours

72

Outside of Class Hours

90

Total Student Learning Hours

162

Course Objectives

Lecture Objectives:

1. Define and use graphic vocabulary terms in creative problem solving techniques.
2. Exhibit an understanding of the differences between quick sketch and rendering drawing using examples and class critiques.
3. Define and use appropriate terminology for drawing specific to 3D rendering and representation.
4. Define and use appropriate terminology for drawing specific to figure rendering and representation.
5. Define and use appropriate terminology for drawing specific to publication and advertising media.
6. Define and use appropriate terminology for drawing specific to multimedia, web page and other forms of illustration and designs appropriate for time-based media.
7. Evaluate through in-class critiques completed projects in terms of composition, communication, style, value, color, technical and aesthetic success and historical/cultural references.

8. Evaluate the use of drawing techniques as they are used to strengthen and enhance emotional responses and personal creative expression.
9. Strengthen and enhance emotional responses and personal creative expression through maintenance of a personal sketchbook/journal including class notes, homework assignments, as well as sketches and writing done independently of class work.

Activity/Laboratory Objectives:

1. Produce sketches which show the development of creative problem solving skills that express individual style and invention.
2. Make quick sketches which show an ability to simplify subject matter and eliminate extraneous detail for clearer visual communication.
3. Demonstrate a quick effective visualization of design ideas through a series of class projects.
4. Explore the impact of design through the introduction of value, texture and color.
5. Create drawings using sketching techniques for illustration, advertising, graphics, product design and storyboarding for time-based media related projects.
6. Produce storyboards for time-based media showing understanding of story development, point of view, sequencing, kinetics and lighting.
7. Evaluate through in-class critiques completed projects in terms of composition, communication, style, value, color, technical and aesthetic success and historical/cultural references.
8. Strengthen and enhance emotional responses and personal creative expression through maintenance of a journal/sketchbook, research and class discussions.

General Education Information

- Approved College Associate Degree GE Applicability
 - AA/AS - Fine Arts
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Projects
 - Example: Create drawings using sketching techniques for illustration, advertising, graphics, product design and storyboarding for time-based media related projects. Rubric Graded
- Skill Demonstrations
 - Example: Produce sketches, which show the development of creative problem solving skills that express individual style and invention. Strengthen and enhance emotional responses and personal creative expression through maintenance of a journal/sketchbook, research and class discussions. Rubric Graded

Repeatable

No

Methods of Instruction

- Activity
- Lecture/Discussion
- Distance Learning

Activity:

1. The students will use the content of the lectures to successfully apply sketching techniques image creation and concept development to meet the requirements of the project.

Lecture:

1. The instructor will provide lecture overviews of how to successfully complete projects relating to the student's learning of sketching techniques. Instructor demonstrates the correct use of drawing media and processes for image creation and proficiency in concept development for print and time-line based media. Students are expected to actively participate in the lectures.

Distance Learning

1. The instructor will provide an accessible lecture overview along with video and/or images of how to successfully complete projects relating to the student's review of sketching techniques. Instructor demonstrates the correct use of drawing media and processes for image creation and proficiency in concept development for print and time-line based media. Students are required to demonstrate their practice and competency with the techniques through documentation of their work in video or images that will be submitted via the LMS. In addition, students may then respond to prompts with written content to share where they succeeded and where there is room for growth in their practice.

Typical Out of Class Assignments

Reading Assignments

1. Read assignments from class textbook on rendering drawing in preparation for hands-on demonstration/tutorials by instructor in class and for examinations on course content and terms.
2. Based on reading assignment, develop themes for a drawing project on advertising media through library and internet-based research focusing on content, and preparation of written objectives using the concepts and terminology for successful completion of the assignment.

Writing, Problem Solving or Performance

1. Creating a Candy Package: Students are the designer/illustrator who has been asked to develop some new packaging concepts for Tasty Sweets Candy Company. Tasty Sweets Candy, primarily a maker of chocolates, is considering expanding their offerings with this year's Halloween Candy campaign. They want a fresh new packaging for this line of Halloween Candy. Students will present their design package to the class.
 2. Students will create a hand drawn poster for the Sierra College Ridley Gallery annually holiday sale and show.
- Step 1: For this project student's will create their own visual imagery to incorporate into the poster. Begin by doing research for ideas that can be used for the holiday theme. Using these ideas as reference and incorporating the required text information above, draw a minimum of nine thumbnail sketches, trying out different design solutions.
- Step 2: A minimum of two concepts must be developed from these thumbnails. These concepts then must be conceived as detailed sketches. Drawings must indicate location of headline, information text and images to be used. Additional small sketches showing ideas for symbols, patterns, etc, should accompany the completed mock-ups.

Other (Term projects, research papers, portfolios, etc.)

Required Materials

- Rapid Viz
 - Author: Hanks and Belliston
 - Publisher: Cengage Learning
 - Publication Date: 2008
 - Text Edition: 3rd
 - Classic Textbook?: No
 - OER Link:
 - OER:
- Drawing Ideas
 - Author: Baskinger and Bardel
 - Publisher: Watson-Guption
 - Publication Date: 2014
 - Text Edition: 1st
 - Classic Textbook?: No
 - OER Link:
 - OER:
- The Sketchnote Workbook: Advanced techniques for taking visual notes
 - Author: Mike Rohde
 - Publisher: Peach Pit
 - Publication Date: 2015
 - Text Edition: 1st
 - Classic Textbook?: No
 - OER Link:
 - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.