ARC 195 - Topic in Design
Fundamentals of Design & Graphic Communication I

Course Description:

This 3 SH course is designed to introduce and familiarize students with the fundamentals of design. The intent is to create a learning environment in which students are exposed to the basics of design process and to develop personal sensitivity to the concepts. The process utilized begins with abstract concepts and gradually transforms to representational studies.

Objectives:

- To provide students with the basic understanding and skills to apply design techniques to various applications: Product Design, Graphic and visual Communication, Interior and Architectural Design.
- This course encourages the use of computer as an available tool to enhance the efficiency and versatility in producing drawings and models.
- To learn the application of other interfacing software for presentation of design projects.

Books:

There are no assigned texts books required for this course as the topics encompasses a wide range. However there will be few books recommended and a copy of each of those are placed on the reserve, (in library use) for student access.

For Architecture of Reality: by Michael Benedikt
Principles of Two-Dimensional Design: Books by Wucius Wong.
Principles of Three-Dimensional Design: Books by Wucius Wong.
The Ten Books on Architecture, by Vitruvius, Translated by Morris Hicky Morgan; Cambridge
“A Christmas Memory” by Truman Capote

Topic Covered Include:

Two-Dimensional Design

<table>
<thead>
<tr>
<th>Topic</th>
<th>Project</th>
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<tbody>
<tr>
<td>Repetition, Rhythm, Symmetry, Asymmetry, Composition</td>
<td>1</td>
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<tr>
<td>Dominance of Elements, Lines, Intersections, Planes</td>
<td>2</td>
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<tr>
<td>Two Dimensional Shapes and their Meanings</td>
<td>3</td>
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<td>Opacity; Figure vs. Ground, Order; formal Vs informal</td>
<td>4</td>
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<tr>
<td>Balance, Movement, Structure, Geometric Manipulation in abstract composition</td>
<td>5</td>
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<tr>
<td>Two dimensional geometric Transformation and Mutation</td>
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<tr>
<td>Figure/Ground and effect of geometric transformation on adjacencies</td>
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Sustenance

Geo-Logics, Geo-Metrics
Organic Inquiries and Findings
Sketching, Motor Skills & idea conveyance
Social issues and Visual Imageries
Textual Graphics & Imageries

Project 6

Color,

Terminologies- Hue, Value, Intensity,
  Primary, Secondary, triadic
  Vivid, Complementary, Monochromatic colors
Color studies- Perception and Manipulation
  Value range, Transparencies, Simultaneous contrast
  Digital colors, RGB CYM

Geometric Transformation + Color Range

Project 9

Mid Term Review

Three-Dimensional Abstract Design
Volume, Mass, Extrusion,
Solid vs. Wire-frame; Structure vs. Mass; Mass vs. Void
Transparency vs. Opacity;
Convex, Concave, Additive, Subtractive
Size, Scale, Proportion
Three-Dimensional Abstract Design + Color

Project 11

Non-Graphic Imagery
Reading comprehension, and Graphic Representation
“A Christmas Memory” by: Truman Capote

Project 14

Abstraction to Representation
Transformation in 3D
Process, Progression vs. Procession and
Fluidity vs. Flow
Linear Central Field Pattern Radial

Project 15

Project 16
**Competition:**

Initial Studies  
Programmatic understandings  
Team dynamics  
Meaning, in Architecture  
Movement, Circulation  
Scale, Proportion  
3D Study Model  
Color & material consideration  
Construction  
Transparency/ Opacity application  
Final Model  

**Presentation, Expression/ Impression**

Invitation to Show  

**Grading:**

Exercises: 1, 2, 3, 4, 6, 8, 9, 11, 13, 14, 15 & 17 at 10 points each  
Exercise 5, 7, 10, 12, 15, 16, 18 & 19 at 20 points each  
Mid term & Final Portfolio submission  
Attendance and participation, submission timeliness  

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<thead>
<tr>
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<tbody>
<tr>
<td>400-450 = A</td>
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<tr>
<td>350-400 = B</td>
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<tr>
<td>300-350 = C</td>
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<tr>
<td>250-300 = D</td>
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130 Points  
140 Points  
90 Points  
50 points  
40 points  
**450 points**

**Special needs and accommodation:**

Please inform the instructor of any special problems or needs at the beginning of the semester. If you are seeking accommodations based on a disability, you should provide a disability data sheet, which can be obtained from the counselor for special needs, located in Rm148 of the Bisdorf building, Ph. 845-6031

**Michael Ghorbanian, AIA** Office 703 845-6265, Lab: 845-6039 email: sghorbanian@nvcc.edu  
**Office Hours:** Please refer to the webpage link below for additional detail and the office hours:  
www.nvcc.edu/home/nvghors

Note- Please review the college Calendar for important Deadlines administrative activities, such as add/drop, withdraw (for Fall 09, last day with Tuition Refund Sept 10, Without Grade Penalty Oct 2) as well as Application for Graduation. See link: http://www.nvcc.edu/calendars/