

New York University
School of Continuing and Professional Studies

2-D Graphic Design Principles
X36.9220

The Woolworth Building
15 Barclay Street
Thursdays
November 30 - December 21
6–9:30pm (4 sessions)
Fall 2006 / Non-Credit

Professor Mary Domowicz
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Course description

Grasping the fundamental principles of two-dimensional design is the first step in a career as a graphic designer. Participate in a series of design exercises and in-depth discussions to deepen your understanding of the language of aesthetics. Learn how to use the elements of line, shape, volume, texture, and value to create compelling compositions. Exercises and critiques explore creating emphasis, balance, flow, contrast, tension, and rhythm. This course provides a solid foundation for further study in graphic design.

Course objectives

Upon completion of this course, the student will know: the building blocks of two-dimensional design (basic geometry, design elements, structures), visual relationship fundamentals, and introductory color theory.

Grading criteria

Participation
Attendance, discussion, attitude.

*Exercises**
Meets project criteria, attention to detail, demonstration of knowledge.

Final grade
50% Participation
50% Exercises

Lesson 1

11/30

introductions

Exchange names; distribute questionnaire, class outline, and schedule; review level of experience, expectations of the class, student's goals, and reference materials.

learning objective

Students will be introduced to the building blocks of two-dimensional design (basic geometry, design elements, structures and simple visual relationships) and will demonstrate their understanding through compositional exercises.

lecture & exercises topics

- :: ELEMENTS
Basic Geometry, XYZ Axis, Point, Line, Value, Color, Shape, Texture, Form/Volume.
- :: STRUCTURES
Visible Structures: Formal & Informal; Invisible Structures: Triangular, Gradation, Radiation, Rule of Thirds; Variation.
- :: VISUAL RELATIONSHIPS 1
Alignment, Proportion, Overlap.



Sample student exercise (Robin Kershaw)

2-D Graphic Design Principles, continued

Lesson 2 12/7

learning objective
Students will experiment with visual relationships related to contrast. Color theory will be introduced and students will learn how color and contrast affect composition.

lecture & exercises topics

:: VISUAL RELATIONSHIPS 2
Symmetry/Asymmetry,
Balance, Groups, Proximity,
Scale, Emphasis, Hierarchy,
Direction, Position, Space,
Compound, Subtraction,
Neutral, Negative/Positive,
Figure/Ground Relationship,
Optical Weight, Dominance,
Value.
:: COLOR 1
Hue, Tone/Value, Saturation,
Temperature, Contrast,
Harmony, Primaries,
Complements.

Lesson 3 12/14

learning objective
Visual relationships related to value and movement will be introduced. More advanced color theory will be presented. Students will demonstrate their understanding of these concepts through compositional exercises.

lecture & exercises topics

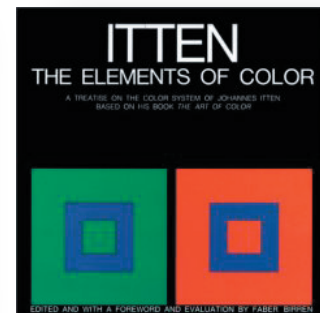
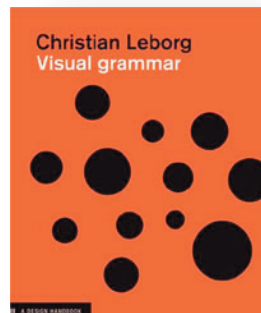
:: VISUAL RELATIONSHIPS 3
Movement, Repetition,
Rhythm.
:: COLOR 2
Neutrals, Simultaneous
contrast, Metameric,
Legibility, Transparent/
Opaque, Recede/Advance,
Reflection/Shadows,
Psychology of Color.

Lesson 4 12/21

learning objective
Students will learn basic perceptual theory and experiment with various two-dimensional illusions and relationships, such as perspective.

lecture & exercises topics

:: PERCEPTION
Depth: Background/
Foreground, Perspective,
Complexity/Simplicity,
Unity & Gestalt.
:: RECAP



Reference material

- *Visual Grammar*, Christian Leborg
- *Graphic Design Manual*, Armin Hofmann
- *The Elements of Color*, Johannes Itten

Syllabus is subject to change.