COURSE TITLE: ELEMENTS OF STYLE FOR DESIGN PRESENTATION
COURSE CODE: MDIA1004
LEVEL: 1
CREDITS: ONE SEMESTER
PRE-REQUISITES: NONE

DESCRIPTION
This course is an introduction to the elements and principles of design.

RATIONALE
Knowledge of the methods of design is needed for understanding basic typography, colour theory and oral presentation.

LEARNING OUTCOMES
On successfully completing this course, students should be able to:

- Identify design elements within a piece;
- Identify design principles within a piece;
- Critique the use of design elements within a piece;
- Demonstrate effective use of typography in design;
- Demonstrate effective use of colour in design;
- Identify elements of visual design including: line, shape, size, space, colour, texture, value;
- Identify the principles of design, including balance, contrast, emphasis, proportion, pattern, gradation;
- Demonstrate sensitivity to how the elements and principles contribute to mood, bias etc.;
- Develop an appropriate layout based on design requirements and design guidelines;
- Explain colour theory and the colour wheel;
- Choose colours based on the mood of the piece;
- Choose colours based on target audience;
- Distinguish between different kinds of colour schemes;
- Create appropriate colour schemes using varied techniques;
- Effectively present a proposal orally

COURSE CONTENT

Overview of Elements of Design
Elements of Design
Principles of Design
Composition
Gestalt Theory, Colour and Perception
Colour theory and the Colour Wheel
Colour Schemes (Triadic, Tetradic, Monochromatic etc.)
Similarity
Continuation
Closure
Proximity
Figure and Ground
Visual Hierarchy
Grids and Grid Layout
Layers and Layer masks
Elements of Design Applied to Presentations
Introduction to Oral Presentation

COURSE ASSESSMENT

Assessments will be based on course assignments and one integrated project. Participants will be required to do an oral presentation for at least one of their assignments. Course assignments will be a mix of take home and in-class.
In class Assignment 1 (10%)
In class Assignment 2 (10%)
Take Home Assignment 1 – Elements of Design Applied (e.g. Identify a room in an office or home and propose how it could be redecorated based on elements of design)(10%)
Presentation – Students will be required to identify a project that could benefit from the use of Elements of design, and pitch the idea. This will be used as their final project (10%)
In class Test - Elements of Design Theory (10%)
Integrated final project: Students will be required to rework an existing product, space or object using the sound design principles. (35%)
Blog: Students will be required to keep journal entries of each class and other observations related to things learned in class = (15%)

TEACHING METHODS

Lectures
Demonstrations
Workshops
Screen casts

PRESCRIBED TEXT


PRESCRIBED RESOURCES

http://delicious.com/pigeonflight/elements-of-design
http://www.johnlovett.com/test.htm
http://graphicdesign.spokanefalls.edu/tutorials/process/gestaltprinciples/gestaltprinc.htm