

CATALOG INFORMATION

Dept and Nbr: GD 55

Title: HANDMADE DESIGN

Full Title: Handmade Design for Digital Designers

Last Reviewed: 4/14/2014

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:
The application of basic hand-done design and mock-up techniques for the graphic/digital designer. Students will learn how to use a variety of graphic tools, materials, and techniques to create professional quality design projects. Students have an opportunity to learn the basic methods of graphic collaging, texture creation, illustration techniques, and mock-up (comprehensive) techniques. Projects will be taken full cycle from the integration of hand-done illustration to output on digital printers.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: The application of basic hand-done design and mock-up techniques for the graphic/digital designer. Students will learn how to use a variety of graphic tools, materials, and techniques to create professional quality design projects. Students have an opportunity to learn

the basic methods of graphic collaging, texture creation, illustration techniques, and mock-up (comprehensive) techniques. Projects will be taken full cycle from the integration of hand-done illustration to output on digital printers. (Grade Only)

Prerequisites/Corequisites:

Recommended:

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area			Effective:	Inactive:
CSU GE:	Transfer Area			Effective:	Inactive:
IGETC:	Transfer Area			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 2009	Inactive:	Fall 2020
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Create effective and simple hand-done graphic design images and assignments using basic methods of graphic collaging, texture creation, illustration techniques, and mock-up (comprehensive) techniques.
2. Combine hand-done elements with computer generated typography to create original and effective design pieces for the graphic design portfolio.
3. Utilize a variety of resources for inspiration and information in the development of design projects.

Objectives:

Upon completion of the course, students will be able to:

1. Differentiate among a variety of substrates and apply them effectively to design projects.
2. Create various textures using alcohol-based inks, watercolors, patinas, crackle varnish, acrylic mediums, marbling, pastels and other hand done type techniques, and use them effectively to produce a collage illustration.
3. Conceive and produce simple, stylized graphic illustrations using scratchboard, linocuts, colored pencils, stamping, clay sculpture, and found objects techniques.
4. Produce pop-ups, paper sculpture and box comprehensives demonstrating an ability to cut precisely, score carefully, and use adhesives effectively.
5. Fabricate handmade paper and marbling to be used in creating collage illustrations and background textures.
6. Conceive and produce images using hand-done lettering techniques such as brush lettering, torn paper, stencil and spray techniques.

7. Conceive graphic design projects inspired by a variety of outside resources such as the world wide web, scrap files, web sharing sites such as Pinterest, nature, other design fields, books and magazines.
8. Create a handmade journal, hang tags, menu covers, and book covers using a variety of binding and embellishing techniques.
9. Create illustrations and textures using handmade techniques, scan into the desktop computer, adjust in Photoshop, place in InDesign templates, reformat type in InDesign, and print out on the digital printer.

Topics and Scope:

1. Project planning, workflow and concept development.
2. Different substrates for use in handmade designs.
3. How to incorporate inspiration from outside resources (such as the world wide web, scrap files, web sharing sites such as Pinterest, nature, other design fields, books and magazines) into design projects.
4. Board tools and techniques for illustration and mock-ups.
5. Background textures using acrylic mediums, crackle mediums, alcohol inks and patinas.
6. Handmade paper for background textures (with and without inclusions).
7. Marbled paper for texture and illustration.
8. How to create hand done letterforms for logo design.
9. Textures with watercolor for backgrounds.
10. Book binding techniques and materials for handmade journals, menus, hang tags, booklets, and other graphic design projects.
11. Pastel textures and backgrounds.
12. Scratchboard illustration techniques.
13. Embossing and metal leafing techniques for simulating gold foils stamping process.
14. Linocut and stamping for illustration and specialty effects.
15. Screen printing on unusual substrates such as fabric, glass and plastic.
16. Assemblage and found objects illustration.
17. Methods for creating clay sculpture illustration.
18. Pop-ups and paper structure.
19. How to build a 3-D box comprehensives.
20. Basic drawing techniques for the beginning designer.
21. Collage illustrations using ephemera, cut paper and photographic collage techniques.
22. How to utilize a desktop scanner as a photo studio and image capture device.
23. How to adjust simple images in Photoshop.
24. How to import digitized handmade design into InDesign templates.
25. How to format basic type in InDesign.
26. How to use the printer to print out digital designs.

Assignment:

Assignments may include:

1. Ephemera collage hang tags using embellishments.
2. Found objects illustration for a book cover using the scanner as a photo studio.
3. Menu designs using textures, embossing and book binding techniques.
4. Clay sculpture for a book cover.
5. Ad using textures with water media.
6. Illustration using scratchboard.
7. Box using mock-up techniques, embossing and other handmade illustration.
8. Creating a greeting card design using stylized graphic techniques colored pencils, watercolors

and other texture techniques.

9. Pinterest board or similar web sharing project showing examples of textures, collages, stamping, found objects illustration, clay sculpture, shopping bag design, scratchboard, handmade paper, linocut and other hand done type techniques.

10. 10-15 quizzes.

11. 12-17 worksheets

12. 10-15 pages of reading per week

13. Final project portfolio presentation

Skill-based projects may include:

14. Shopping bag design using textures and cut paper collage.

15. Wine label design using leafing, embossing, textures and/or handmade paper.

16. CD promo creating 3-D box comprehensives, textures, and other hand done illustration techniques.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments and skill demonstrations are more appropriate for this course.

Writing
0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

10-17 assignments; such as Pinterest board or similar web sharing project; planning and concept development for 3 skill-based graphic design projects

Problem solving
20 - 40%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Skill based projects

Skill Demonstrations
40 - 50%

Exams: All forms of formal testing, other than skill performance exams.

10-15 Quizzes

Exams
0 - 15%

Other: Includes any assessment tools that do not logically fit into the above categories.

Class participation: 12-17 worksheets

Other Category
0 - 15%

Representative Textbooks and Materials:

Handmade Elements in Digital Design, by Carmen Sheldon, PeachPit Publications, 2009.
Classic