


Course Outline	
DSGN6101 Design and Materials (4)	
Effective Date 01 September 2016	Study Program Visual Communication Design Revision 1

1. Course Description

This course learn the basics of visual elements and design principles for the achievement of the process of creativity in making the work of graphic communication design

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
(SO-1 NM) Able to bring aesthetic and added values into visual communication design works in order to solve identity, public communication and competition problems of stakeholders.
(SO-2 NM) Able to conduct research and brainstorming which respond to communication objective and prototyping needs in order to bring solution to identity, public communication and competition problems regarding ethical, historical and cultural issues.
(SO-3 NM) Able to analyze efficient material utilization and production time of any given visual communication design prototype without sacrificing its essential and aesthetic quality.
(SO- 8 NM) Able to analyze visual communication problems & generate new media design solutions.

3. Topics

- Introduction to Visual Perception
- Points and Lines
- Shape and Space
- Texture
- Unity and Harmony
- Scale and Proportion
- Contrast and Emphasis
- Balance and Rhythm
- Sensory Sensation Experiment

4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Identify the fundamental elements and principles in art and design
- LO 2: Use design elements and principles in creating a design work
- LO 3: Create a visual composition in relationship with specific environment/sensation

- LO 4: Experiment the use of design elements and principles

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including Project Work, Brainstroming, Lecture, Individual Exercises, Observation, and Experiment.

6. Textbooks and Other Resources

6.1 Textbooks

1. Judith Wilde & Richard Wilde. (2015). *The Process A New Foundations in Art and Design*. 00. Laurence King. London. ISBN: 978-1780672397.

The book in the first list is a must to have for each student.

6.2 Other Resources

1. http://www.youtube.com/watch?v=xizttM_Cbuc
2. <http://graphicdesign.spokanefalls.edu/tutorials/process/gestaltprinciples/gestaltprinc.htm>
3. <http://www.simplypsychology.org/perception-theories.html>
4. <http://jjhyun.com/portfolio/visualization-of-taste/?ckattempt=1>
5. <http://www.drmccrodan.com/vision-development-education-centre/what-is-vision/binocular-vision/>
6. <http://www.sophia.org/tutorials/design-in-art-scale-and-proportion>
7. <http://www.educ.kent.edu/community/VLO/design/elements/line/index.html/>
8. <http://designschool.canva.com/design-elements-principles/>
9. <http://www.wcs.k12.mi.us/cousino/wcsart/Art%20Foundatons%20Site/texture.html>
10. <http://designschool.canva.com/design-elements-principles/>
11. Digital Content – Size and Depth Illusion

7. Schedule

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1 LO 2	Introduction to Visual Perception <ul style="list-style-type: none"> - Introduction to Vision - Visual Attention - Elements of Visual 	<ul style="list-style-type: none"> - Introduction to Visual Perception - Visual Perception, http://www.simplypsychology.org/perception-theories.html - Binocular Vision, http://www.drmccrodan.com/vision-development-education-centre/what-is-vision/binocular-vision/ - Foundations of art and design - Sensation and perception
2 F2F	LO 1 LO 2	Introduction to Visual Perception <ul style="list-style-type: none"> - Introduction to Vision - Visual Attention - Elements of Visual 	<ul style="list-style-type: none"> - Introduction to Visual Perception - Visual Perception, http://www.simplypsychology.org/perception-theories.html - Binocular Vision, http://www.drmccrodan.com/vision-development-education-centre/what-is-vision/binocular-vision/ - Foundations of art and design - Sensation and perception
3 F2F	LO 1 LO 2	Points and Lines <ul style="list-style-type: none"> - Types of Lines - Outlines – Describing Shapes 	<ul style="list-style-type: none"> - Points and Lines - The Process A New Foundations in Art and

		<ul style="list-style-type: none"> - Lines as Value - Imaginary Lines 	Design, Page 15-69 <ul style="list-style-type: none"> - Line Characteristic, http://www.educ.kent.edu/community/VLO/design/elements/line/index.html/ - Foundations of art and design
4 F2F	LO 1 LO 2	Points and Lines <ul style="list-style-type: none"> - Types of Lines - Outlines – Describing Shapes - Lines as Value - Imaginary Lines 	<ul style="list-style-type: none"> - Points and Lines - The Process A New Foundations in Art and Design, Page 15-69 - Line Characteristic, http://www.educ.kent.edu/community/VLO/design/elements/line/index.html/ - Foundations of art and design
5 F2F	LO 1 LO 2 LO 3	Shape and Space <ul style="list-style-type: none"> - Geometric and Rectilinear Shapes - Curvilinear and Biomorphhic Shapes - Positive and Negative Shapes - Size Cues - Perspective - Composition - Spatial Confusion 	<ul style="list-style-type: none"> - Shape and Space - The Process A New Foundations in Art and Design, Page 71-133, 292-317 - Digital Content – Size and Depth Illusion - Foundations of art and design - Sensation and perception
6 F2F	LO 1 LO 2 LO 3	Shape and Space <ul style="list-style-type: none"> - Geometric and Rectilinear Shapes - Curvilinear and Biomorphhic Shapes - Positive and Negative Shapes - Size Cues - Perspective - Composition - Spatial Confusion 	<ul style="list-style-type: none"> - Shape and Space - The Process A New Foundations in Art and Design, Page 71-133, 292-317 - Digital Content – Size and Depth Illusion - Foundations of art and design - Sensation and perception
7 F2F	LO 1 LO 2 LO 3	Shape and Space <ul style="list-style-type: none"> - Geometric and Rectilinear Shapes - Curvilinear and Biomorphhic Shapes - Positive and Negative Shapes - Size Cues - Perspective - Composition - Spatial Confusion 	<ul style="list-style-type: none"> - Shape and Space - The Process A New Foundations in Art and Design, Page 71-133, 292-317 - Digital Content – Size and Depth Illusion - Foundations of art and design - Sensation and perception
8 F2F	LO 1 LO 2 LO 3	Shape and Space <ul style="list-style-type: none"> - Geometric and Rectilinear Shapes - Curvilinear and Biomorphhic Shapes - Positive and Negative Shapes - Size Cues - Perspective - Composition - Spatial Confusion 	<ul style="list-style-type: none"> - Shape and Space - The Process A New Foundations in Art and Design, Page 71-133, 292-317 - Digital Content – Size and Depth Illusion - Foundations of art and design - Sensation and perception
9 F2F	LO 1 LO 2 LO 3	Texture <ul style="list-style-type: none"> - Tactile Texture - Collage 	<ul style="list-style-type: none"> - Texture - The Process A New Foundations in Art and

		- Pattern	Design, 261-287 - Art Foundation, http://www.wcs.k12.mi.us/co usino/wcsart/Art%20Foundat ons%20Site/texture.html - Foundations of art and design
10 F2F	LO 1 LO 2 LO 3	Texture - Tactile Texture - Collage - Pattern	- Texture - The Process A New Foundations in Art and Design, 261-287 - Art Foundation, http://www.wcs.k12.mi.us/co usino/wcsart/Art%20Foundat ons%20Site/texture.html - Foundations of art and design
11 F2F	LO 1 LO 2 LO 3	Texture - Tactile Texture - Collage - Pattern	- Texture - The Process A New Foundations in Art and Design, 261-287 - Art Foundation, http://www.wcs.k12.mi.us/co usino/wcsart/Art%20Foundat ons%20Site/texture.html - Foundations of art and design
12 F2F	LO 1 LO 2 LO 3	Texture - Tactile Texture - Collage - Pattern	- Texture - The Process A New Foundations in Art and Design, 261-287 - Art Foundation, http://www.wcs.k12.mi.us/co usino/wcsart/Art%20Foundat ons%20Site/texture.html - Foundations of art and design
13 F2F	LO 1 LO 2 LO 3 LO 4	Unity and Harmony - Thematic - Grid - Gestalt	- Unity and Harmony - The Process A New Foundations in Art and Design, Page 71-133, 211-235 - Gestalt Principles, http://graphicdesign.spokane falls.edu/tutorials/process/ge staltprinciples/gestaltprinc.htm - Foundations of art and design
14 F2F	LO 1 LO 2 LO 3 LO 4	Unity and Harmony - Thematic - Grid - Gestalt	- Unity and Harmony - The Process A New Foundations in Art and Design, Page 71-133, 211-235 - Gestalt Principles, http://graphicdesign.spokane falls.edu/tutorials/process/ge staltprinciples/gestaltprinc.htm - Foundations of art and

			design
15 GSLC	LO 1 LO 2 LO 3	Scale and Proportion <ul style="list-style-type: none"> - Ideal Proportion - Contrast and Confusion 	<ul style="list-style-type: none"> - Scale and Proportion - The Process A New Foundations in Art and Design, Page 71-133, 211-235 - Scale and Proportion, http://www.sophia.org/tutorials/design-in-art-scale-and-proportion - Foundations of art and design
16 GSLC	LO 1 LO 2 LO 3	Scale and Proportion <ul style="list-style-type: none"> - Ideal Proportion - Contrast and Confusion 	<ul style="list-style-type: none"> - Scale and Proportion - The Process A New Foundations in Art and Design, Page 71-133, 211-235 - Scale and Proportion, http://www.sophia.org/tutorials/design-in-art-scale-and-proportion - Foundations of art and design
17 F2F		Contrast and Emphasis <ul style="list-style-type: none"> - Contrast - Isolation - Absence of Focal Point 	<ul style="list-style-type: none"> - Contrast and Emphasis - The Process A New Foundations in Art and Design, Page 265-289, 321-363 - Design Element Principles, http://designschool.canva.com/design-elements-principles/ - Foundations of art and design
18 F2F		Contrast and Emphasis <ul style="list-style-type: none"> - Contrast - Isolation - Absence of Focal Point 	<ul style="list-style-type: none"> - Contrast and Emphasis - The Process A New Foundations in Art and Design, Page 265-289, 321-363 - Design Element Principles, http://designschool.canva.com/design-elements-principles/ - Foundations of art and design
19 F2F	LO 1 LO 2 LO 3 LO 4	Balance and Rhythm <ul style="list-style-type: none"> - Symetrical and Asymetrical Balance - Balance by Shape, Value and Color - Balance by Eye Direction - Rhythm and Motion 	<ul style="list-style-type: none"> - Balance and Rhythm - The Process A New Foundations in Art and Design, Page 321-363 - Design Element Principles, http://designschool.canva.com/design-elements-principles/ - Foundations of art and design - Sensation and perception
20 F2F	LO 1 LO 2 LO 3 LO 4	Balance and Rhythm <ul style="list-style-type: none"> - Symetrical and Asymetrical Balance - Balance by Shape, Value and Color - Balance by Eye Direction 	<ul style="list-style-type: none"> - Balance and Rhythm - The Process A New Foundations in Art and Design, Page 321-363

		- Rhythm and Motion	- Design Element Principles, http://designschool.canva.com/design-elements-principles/ - Foundations of art and design - Sensation and perception
21 F2F	LO 1 LO 2 LO 3 LO 4	Balance and Rhythm - Symetrical and Asymetrical Balance - Balance by Shape, Value and Color - Balance by Eye Direction - Rhythm and Motion	- Balance and Rhythm - The Process A New Foundations in Art and Design, Page 321-363 - Design Element Principles, http://designschool.canva.com/design-elements-principles/ - Foundations of art and design - Sensation and perception
22 F2F	LO 1 LO 2 LO 3 LO 4	Balance and Rhythm - Symetrical and Asymetrical Balance - Balance by Shape, Value and Color - Balance by Eye Direction - Rhythm and Motion	- Balance and Rhythm - The Process A New Foundations in Art and Design, Page 321-363 - Design Element Principles, http://designschool.canva.com/design-elements-principles/ - Foundations of art and design - Sensation and perception
23 F2F	LO 1 LO 2 LO 3 LO 4	Sensory Sensation Experiment - Sound - Tactile - Olfactory	- Sensory Sensation Experiment - The Process A New Foundations in Art and Design, Page 135-183, 453-493 - Example 1, http://www.youtube.com/watch?v=xizttM_Cbuc - Example 2, http://jjhyun.com/portfolio/visualization-of-taste/?ckattempt=1 - Sensation and perception
24 F2F	LO 1 LO 2 LO 3 LO 4	Sensory Sensation Experiment - Sound - Tactile - Olfactory	- Sensory Sensation Experiment - The Process A New Foundations in Art and Design, Page 135-183, 453-493 - Example 1, http://www.youtube.com/watch?v=xizttM_Cbuc - Example 2, http://jjhyun.com/portfolio/visualization-of-taste/?ckattempt=1 - Sensation and perception
25 F2F	LO 1 LO 2 LO 3	Sensory Sensation Experiment - Sound - Tactile	- Sensory Sensation Experiment - The Process A New

	LO 4	- Olfactory	Foundations in Art and Design, Page 135-183, 453-493 - Example 1, http://www.youtube.com/watch?v=xizttM_Cbuc - Example 2, http://jjhyun.com/portfolio/visualization-of-taste/?ckattempt=1 - Sensation and perception
26 F2F	LO 1 LO 2 LO 3 LO 4	Sensory Sensation Experiment - Sound - Tactile - Olfactory	- Sensory Sensation Experiment - The Process A New Foundations in Art and Design, Page 135-183, 453-493 - Example 1, http://www.youtube.com/watch?v=xizttM_Cbuc - Example 2, http://jjhyun.com/portfolio/visualization-of-taste/?ckattempt=1 - Sensation and perception

8. Evaluation

Theory

Assessment Activity	Weight	Learning Outcomes			
		1	2	3	4
Assignment	60%	√	√	√	√
Mid Exam	20%	√	√	√	√
Final Exam	20%	√	√	√	√

Practicum

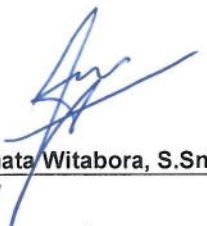



-

Final Evaluation Score

Aspects	Weight
Theory	100%
Practicum	0%

9. A. Assessment Rubric (Study Program Specific Outcomes)

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1. Ability to describe the design elements	Able to describe the design elements clearly	Able to describe the design elements completely	Able to describe the design elements moderately	Inadequate explanation of describing the design elements
	1.2. Ability to explain the design principles	Able to explain the design principles clearly	Able to explain the design principles completely	Able to explain the design principles moderately	Inadequate explanation of the design elements
LO 2	2.1. Ability to apply design elements and principles in creating a design work	Able to apply design elements and principles with exceptional result	Able to apply design elements and principles with well executed result	Able to apply design elements and principles with moderate result	Inadequate ability of applying design elements and principles
LO 3	3.1. Ability to respond a specific environment/sensation into creating a visual composition	Able to create a well graphic interpretation of specific environment/sensation in creating visual composition with exceptional result	Able to create a well graphic interpretation of specific environment/sensation in creating visual composition with well executed result	Able to create a good graphic interpretation of specific environment/sensation in creating visual composition with moderate result	Inadequate ability to create a good graphic interpretation of specific environment/sensation in creating visual composition
LO 4	4.1. Ability to experiment the use of design elements and principles	Able to experiment the use of design elements and principles with exceptional result and promote innovation	Able to experiment the use of design elements and principles with well executed result	Able to experiment the use of design elements and principles with moderate result	Inadequate ability to experimenting the use of design elements and principles

Prepared by  D3377 - Jonata Witabora, S.Sn., M.Sn.	Checked by  D3377 - Jonata Witabora, S.Sn., M.Sn. Acting as Subject Content Specialist
Approved by  D3377 - Jonata Witabora, S.Sn., M.Sn. Subject Content Coordinator	Acknowledged by  D2465 - Sari Wulandari, S.Sn., M.Sn. Head of Program – New Media

