FD1020 2D DESIGN

Credits: 3

This freshman level studio course introduces students to compositional aspects of two-dimensional work as they pertain to art and design practices using digital media. Through a variety of projects, students explore the fundamentals of visual organization, and investigate methodologies of visual communication that include form, content, and culture. Upon completion of this course students will have a greater understanding of how to develop and analyze two- dimensional, digital visual compositions.

Prerequisites: FD 1120 - Topics in Color and FD 2130 - 3D Design: Space + Materiality

Course Learning Outcomes	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Define compositional aspects of two-dimensional work as they pertain to art and design practices using digital media.	Projects consistently display use of the digital tools in Illustrator and Photoshop that are being used in each project. The tools are used consistently in conjunction with the design outcome of the project.	Projects occasionally display use of the digital tools in Illustrator and Photoshop that are being used in each project. The tools are used occasionally in conjunction with the design outcome of the project.	Projects rarely display use of the digital tools in Illustrator and Photoshop that are being used in each project. The tools are not used in conjunction with the design outcome of the project.	Projects do not display use of the digital tools in Illustrator and Photoshop that are being used in each project. The tools are not used consistently in conjunction with the design outcome of the project.	FD4	Design Competence
Apply methodologies of visual communication through design and analysis.	Projects contain the development of ideas through thumbnails and rough drafts. Critiques also will contain reference to the problem solving for balance, shape, framing and figure/ground.	Projects contain some of the development of ideas through thumbnails and rough drafts. Critiques also will contain reference to the problem solving for balance, shape, framing and figure/ground.	Projects contain little development of ideas through thumbnails and rough drafts. Critiques also will contain reference to the problem solving for balance, shape, framing and figure/ground.	Projects contain no development of ideas through thumbnails and rough drafts. Critiques also will contain reference to the problem solving for balance, shape, framing and figure/ground.	FD1	Communication Competence / Cultural Competence
Perform design research and visual analysis.	Submissions show all of the principles researched in the class such as figure/ground, unity and balance.	Submissions show some of the principles researched in the class such as figure/ground, unity and balance.	Submissions show few of the principles researched in the class such as figure/ground, unity and balance.	Submissions show none of the principles researched in the class such as figure/ground, unity and balance.	FD2	Critical Thinking / Cultural Competence
Create compositions with intentional consideration of the principles and elements of art and design.	Compositions display unity and balance of masses within the frame. Compositions also display design principles of focal point, rhythm, and eyelines.	Compositions display some unity but may be too busy. Compositions may also feature some added principles of design	Composition shows only some unity and interest in main masses. Work may be unbalanced or lack additional elements of design	Composition does not contain balance. May be too busy in shapes and does not contain additional elements of design.	FD5	Critical Thinking