



## Course Syllabus

<b>1. Program of Study</b>	Communication Design Program
<b>Faculty/Institute/College</b>	Mahidol University International College
<b>2. Course Code</b>	ICCD 110
<b>Course Title</b>	Visual Dynamics II
<b>3. Number of Credits</b>	4
<b>4. Prerequisites</b>	None
<b>5. Type of Course</b>	Required Course (Communication Design Major)
<b>6. Term / Academic Year</b>	Term II / 2013
<b>7. Enrollment Cap</b>	20

### 8. Course Description

A further exploration of two-dimensional design elements and principles, with a focus on color. The study of color theories in conjunction with studio problems allows the student to investigate the physical, perceptual, psychological, and organizational properties of color.

### 9. Course Objective(s)

After successful completion of this course, students will be able to:

- 9.1 Use and evaluate color with an understanding of its organizational properties and expressive possibilities
- 9.2 Research a variety of contemporary and historical influences and incorporate them into their own work
- 9.3 Use color and design terminology effectively while communicating visual ideas in discussion, critical analysis, and critiques
- 9.4 Competently handle media and techniques important to upper level courses and design careers
- 9.5 Present two-dimensional work professionally

### 10. Course Outline

<b>Week</b>	<b>Topics</b>	<b>Instructor</b>	<b>Hours</b>
1	Introduction to the Course Color Systems – Project 1: Reinventing the Color Wheel	Konstanz	8
2	Mid-process Critique and In-Class Work Session Color Systems – Critique Project 1	Konstanz	8
3	Color and Value – Project 2: Color Value Scales	Konstanz	8
4	Color and Value – Project 3: High Key / Low Key Designs	Konstanz	8
5	In-Class Work Sessions Critique Project 2	Konstanz	8
6	Color and Intensity – Project 4: Intensity Charts	Konstanz	8
7	Color and Intensity – Compile research related to Intensity Project FIELD TRIP TO TCDC	Konstanz	8
8	Presentations of Research In-Class – Work on Project 5	Konstanz	8
9	Final Critique: Project 5 Introduce Project 6: Color Symbolism	Konstanz	8
10	In-Class Work Sessions	Konstanz	8
11	Final Critique: Project 6	Konstanz	8
<b>Total</b>			88

## **11. Teaching Methods**

- 11.1 Lecture
- 11.2 Demonstration
- 11.3 In-Class Exercises
- 11.4 Self-Study
- 11.5 Critiques

## **12. Instructional Media**

- 12.1 Presentation of Images
- 12.2 Handouts

## **13. Evaluation and Assessment of Student Achievement**

- 13.1 Students will demonstrate:
  - 13.1.1 The ability to use and evaluate color with an understanding of its organizational properties and expressive possibilities
  - 13.1.2 The ability to research a variety of contemporary and historical influences and incorporate them into their own work
  - 13.1.3 The understanding of color and design terminology while communicating visual ideas in discussion, critical analysis, and critiques
  - 13.1.4 Skills in handling media and techniques important to upper level courses and design careers
  - 13.1.5 The ability to present two-dimensional work professionally
- 13.2 Student achievement will be evaluated by means of:
  - Projects / Assignments            90%

Class Participation	10%
<b>Total</b>	<b>100%</b>

13.3 Student Achievement will be graded according to College and University standard using the symbols of A, B+, B, C+, C, D+, D, and F.

Students will have attended at least 80% of the total class hours of the course to receive a final grade.

#### 14. Course Evaluation

- 14.1 Student achievement as indicated in number 13 above.
- 14.2 Student evaluation of course and instructor by means of questionnaire.

#### 15. Reference(s)

- 15.1 Eiseman, Leatrice. *Pantone Guide to Communicating with Color*. North Light Books, 2000
- 15.2 Itten, Johannes. *The Elements of Color*. Van Nostrand Reinhold, 1971.
- 15.3 Martinez, Benjamin and Block, Jacqueline, *Visual Forces: An Introduction to Design*. 2<sup>nd</sup> Edition. Prentice-Hall, 1994.

#### 16. Instructor(s)

Dale Konstanz  
dale.kon@mahidol.ac.th

#### 17. Course Policies and Procedures:

##### Attendance

**It is imperative that you attend every class session.** Roll will be taken each session. You are required to stay for the entire class. If you leave class early, you will be marked absent. If you have a valid reason for missing a class, such as an illness or death in the family, you can submit a formal written letter in English, to be excused. The instructor has the right to accept or deny excuses. Even if you have a formal written excuse, missing class with indirectly negatively affect your grade. If you miss 4 classes, you will fail the course.

##### Punctuality

**Arrive to class on time**, as arriving late is disruptive to your classmates and to the instructor, and it slows down the pace of the class. If you arrive after the instructor takes roll call, you will be marked late. If you are late 3 times, it will be considered one absence. If you arrive 15 minutes late or more after roll call, you will be marked absent for the day.

##### Breaks

You will be given one 15 minute break each class. The break will be announced by the instructor. You are expected to return to class ON TIME after the break. The instructor may

take attendance after break, and if you are late, it will count as one late arrival (see above). If you return to class later than 15 minutes after the end of break, you will be marked absent for the day.

### **Work time**

**You are expected to use class time wisely.** Unless there is a class discussion, critique, or conversation with the instructor, there is to be minimal talking during the class. Turn off your mobile phone or turn it to silent mode.

### **Critiques**

**It is necessary to learn how to be critical of your own and other's work, and you will need to be able to accept criticism well.** Regular critiques will be held, both formal and informal, in class. We will critique during mid-process and at the end of each project. You are expected to be involved throughout the process. If you don't submit your work for critique, you will be marked absent. Being involved in the discussions during critique will positively affect your participation grade.

### **Deadlines**

In the design field, **it is crucial to finish your work on time.** This involves managing your time well and using your class time wisely. Work submitted late will lose two points per class session late, and if it is not ready for critique, it will lose further points.

### **Academic Honesty**

Any work submitted to the instructor must be original and it should not have been previously submitted in another class. If the work references a designer or artist, or if you use music clips, or other sources, including written text from an author, you must cite the source on the back of the work or submit the information along with your work. If you do not do this, the work will be considered plagiarism, and you will receive an F for the assignment, and further action may be taken.

### **Materials**

**Most materials will be provided, however you may be asked to bring some of your own supplies. It is your responsibility to clean up your materials and work area at the end of each class.**

### **Uniform / University Policies**

**You are required to wear the proper uniform.** This includes closed shoes for safety. You are also required to follow all other policies set by the university.