

### Course Syllabus

Course Title: **Fundamentals of Design**

Course Code: **WTGT 1211**

#### Course Description:

WEEK	TOPICS
1	About this course, about the assignments, course Tools, what is graphic, design, why study graphic design, what is graphic designer, Graphic design today, Creative Thinking.
2	Fundamentals of Typography (1): <ul style="list-style-type: none"><li>• Introduction to Typography.</li><li>• The Anatomy of Letters.</li><li>• Words and Spacing.</li><li>• Type Size: The Point System.</li><li>• Typesetting Text.</li></ul>
3	Fundamentals of Typography (2): <ul style="list-style-type: none"><li>• Typefaces, Fonts and Type Families.</li><li>• Typeface Categories.</li><li>• Denotation in Type.</li><li>• Connotation in Type.</li></ul>
4	Fundamentals of Typography (3): <ul style="list-style-type: none"><li>• Looking at Letterforms.</li><li>• Experimenting with Letterforms.</li><li>• Typographic Composition.</li><li>• Making a Monogram.</li></ul>
5	Fundamentals of Imagemaking (1): <ul style="list-style-type: none"><li>• Introduction to Imagemaking</li><li>• Techniques of Imagemaking</li><li>• Process, Generation, Iteration</li></ul>
6	Fundamentals of Imagemaking (2): <ul style="list-style-type: none"><li>• Imagemaking Demo</li></ul>
7	Fundamentals of Imagemaking (3): <ul style="list-style-type: none"><li>• Denotative Imagemaking</li><li>• Connotative Imagemaking</li></ul>
8	First Major Exam
9	Fundamentals of Shape and Color (1):

	<ul style="list-style-type: none"> <li>• Introduction to Shape &amp; Color</li> <li>• Graphic Shapes</li> <li>• Visual Contrast</li> <li>• Marks, Icons, and Symbols</li> </ul>
10	Fundamentals of Shape and Color (2): <ul style="list-style-type: none"> <li>• Negative/Positive, Figure/Ground</li> <li>• Working with Color</li> <li>• The Color Wheel</li> <li>• Negative/Positive, Complimentary/Contrasting</li> <li>• Mixing Color: Paint, Print and Screen</li> </ul>
11	Fundamentals of Composition (1): <ul style="list-style-type: none"> <li>• Introduction to Composition</li> <li>• Principles of Composition</li> <li>• Visual Contrasts</li> <li>• Single Contrasts</li> <li>• Multiple Contrasts</li> </ul>
12	Fundamentals of Composition (2): <ul style="list-style-type: none"> <li>• Type Contrasts</li> <li>• Image Contrasts</li> <li>• Composition in a Single Image</li> <li>• Cropping and Hierarchy</li> <li>• Composition in Context</li> </ul>
13	Second Major Exam
14	Production Process: <ul style="list-style-type: none"> <li>• Prototyping.</li> <li>• File formats.</li> <li>• Print finishing.</li> </ul>
15	<b>Revision</b>

### **Grading Policy:**

6. Schedule of Assessment Tasks for Students During the Semester			
	Assessment task (e.g. essay, test, group project, examination, speech, oral presentation, etc.)	Week Due	Proportion of Total Assessment
1	<b>Quizzes</b>	<b>3-4</b>	<b>5%</b>
2	<b>First exam</b>	<b>6</b>	<b>15%</b>
3	<b>Projects</b>	<b>5-12</b>	<b>5%</b>
4	<b>Second exam</b>	<b>12</b>	<b>15%</b>
5	<b>Homework's</b>	<b>3-13</b>	<b>5%</b>
6	<b>Lab assignments</b>	<b>3-14</b>	<b>15%</b>
7	<b>Final exam</b>		<b>40%</b>

### **Attendance policy:**

The student presents himself to the denial of entry of the final Exam in the event of his absence by more than 25% of the total lectures and that is the decision of the Council of the College.

### **Instructor Information:**

Name: **EJAZ SHAKEB**

Office Location: **B4 – F5 – R5**

Office Hours: Monday 10.A.M. - 11:50 A.M.;  
Wednesday 10 A.M. – 11:50 A.M.  
Thursday 11 A.M. – 11:50 A.M.

Email Address: **eshakeb@ksu.edu.sa**