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### **SECTION 1: COURSE INFORMATION**

Format: 8 weeks.

Course ID: DCOM 3043

**Course Title:** Drawing for Designers

**College:** College of Unrestricted Education

Prerequisites: None

Credit Hours: 3

**Instructor:** See the online course in MyFIRE for instructor contact information and

availability.

### **Course Description**

This course introduces design students to the elements, principles, and practices of drawing which are relevant to graphic design contexts. Through experiential, practical training, students learn how to effectively draw while using the appropriate tools, materials, and methods. The course stresses visual thinking, creativity, skill development, critical analysis, and problem solving.

### **Course Overview**

The purpose of Drawing for Designers is to guide and instruct design students so that they develop the skills and attain the knowledge necessary to convey ideas in visual form. Students learn about various methods of drawing and mark making techniques by following along in exercises and projects. Learning how to effectively draw can help designers in their brainstorming, sketching, collaborating, and communication. Skills students learn in this course will also help them in other courses such as Digital Illustration.

#### **Course Workload**

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is 11.5 hours per week.

### **Course Materials**

Here are the required and optional materials for this course. The textbook is included as a PDF file, but students will need to purchase these drawing materials to produce the various exercises and projects. Many (if not all) of these materials could be purchased at a local art store such as Michaels or Hobby Lobby. Of course, they can be purchased online at websites such as DickBlick.com or Amazon.com. Other websites include UtrechtArt.com and JerrysArtarama.com. Example links are included.

#### 1. Pencils:

Having a regular no. 2 pencil is helpful. However, you also need artists' pencils, including an HB, B, 2B, 3B, 4B, and 6B. This set of 12 pencils includes these ratings as well as a few other types, an eraser, and a sharpener: https://www.dickblick.com/items/tombow-mono-professional-drawing-pencils-set-of-12/.

### 2. Sharpeners:

- -Sandpaper Block You need a sandpaper block for this class, for more customized sharpening of pencils and other drawing tools. Here is the link at Blick Art Supplies: https://www.dickblick.com/products/sandpaper-block/.
- -Pencil Sharpener You also need a regular sharpener that you are probably more familiar with. The Yoobi Two Hole Pencil Sharpener (https://www.amazon.com/YoobiTM-

Two-Hole-Pencil-Sharpener/dp/B01KF3AI2G/) or the Prismacolor Pencil Sharpener – (https://www.dickblick.com/items/prismacolor-pencil-sharpener-2-hole/) would work.

-Optional: You could also purchase an electric pencil sharpener for quick sharpening, but this is not required.

#### 3. Erasers:

- -Kneaded Eraser You need a kneaded eraser for this course, such as this one from General's: https://www.dickblick.com/items/generals-kneaded-eraser-large/.
- -Pink Pearl Eraser A Pink Pearl eraser can be bought at a local "big box" store or online such as at Blick: https://www.dickblick.com/items/pink-pearl-eraser-large/.
- -Optional but suggested: A mechanical eraser can be helpful, such as this one from General's (https://www.dickblick.com/products/generals-factis-mechanical-eraser/) or Tombow (https://www.dickblick.com/items/tombow-mono-zero-refillable-eraser-rectangular/).

### Other Required Drawing Materials:

- -Vine Charcoal At least one stick is required. Here is a set of 3 soft sticks: https://www.dickblick.com/items/winsor-newton-vine-charcoal-soft-box-of-3/ and a set of 3 medium sticks: https://www.dickblick.com/items/winsor-newton-vine-charcoal-medium-pack-of-3/.
- -Compressed Charcoal At least one stick is required. Here is an example set of 4: https://www.dickblick.com/items/generals-compressed-charcoal-assorted-pack-of-4/.
- -Conte At least one stick is required. Here is a set of 4 sketching colors: https://www.dickblick.com/items/conte-crayons-sketching-colors-matchbox-set-set-of-4/.

#### Paper:

-Paper Pad – There are many options for paper pads, but the one featured in the materials section in this course is from Canson and is 11 x 14 inches with a 70 lb. weight. The Blick link is https://www.dickblick.com/items/canson-xl-drawing-pad-70-lb-wirebound-top-60-sheets-11-x-14/. There are also paper pads that are 9x12", 8x10", and some that are smaller, but we do not want to get a smaller paper or pad than that, for this course. There are also sketch pads from Canson (https://www.dickblick.com/products/canson-universal-sketch-pad/) and other drawing paper pads from Strathmore (https://www.dickblick.com/products/strathmore-400-series-drawing-paper-pads/). Please do not purchase a 4x6" or 6x8" pad for this course, though. Purchase the 8x10", 9x12", or 11x14" size.

### Other Optional Materials:

-Pencil Holder – This can help hold a pencil that has been sharpened a lot. Here is one example: https://www.dickblick.com/items/koh-i-noor-pencil-lengthener/.

-Paintbrush – It can be helpful to have a wide paintbrush to brush off pencil debris when drawing. The brand does not matter for this.

Required and optional textbooks are accessed and ordered through <u>SEU's</u> <u>bookstore</u>.

**Disclaimer:** The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

### **Course Topics**

# The purpose of this course is to introduce, reinforce, and measure learning on the following topics:

Benefits of Drawing for Designers
Conveying Ideas in Drawings
Drawing Materials and Tools
Mark Making Techniques
Gesture Drawing
Structural Drawing
Product Sketching
Portrait Drawing
Composition in Drawing
Drawing in Perspective

### **Intended Learning Outcomes**

# As a result of reading, study, and assessments in this course, the student should be able to:

Demonstrate a variety of introductory drawing methods, including gesture drawing, line and contour drawing, and drawing in perspective.
Define industry-standard drawing terms.
Demonstrate proficiency in perceptual and conceptual theories of design and visual
art.
Apply design considerations such as composition, focal point, and use of space.
Use perception and representation to think visually and communicate effectively
throughout the drawing process.
Discuss their artwork and designs and that of others in a manner that utilizes
critical thinking and the vocabulary of the fields of drawing and design.
Use a range of purposeful image development strategies stemming from
observation, memory, and fantasy sources.
Solve design problems by using effective drawing methods.

### **Late Work**

Students should strive to upload and post all work on time and contact the professor if there is an emergency. Posting late to the forums can result in a deduction to the class participation grade (refer to class participation rubric). Uploading the major projects (that

are	graded	with a	rubric)	late can	result in	deductio	n of 20 p	oints per	day late	

### **SECTION 2: SOUTHEASTERN POLICIES**

### **Academic Policies**

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.

### **SECTION 3: COURSE SCHEDULE**

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.

**Note:** Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

### AIM, LEARN, AND APPLY DESCRIPTIONS

### **Aim**

When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

#### Learn

When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

### **Apply**

When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

### **MODULE 1:**

XX/XX/XX - XX/XX/XX



- Express the form, essence, and motion of an object by using gesture drawing.
- Apply best practices in taking photos of drawings.
- Identify aspects and principles of the gesture drawing method.
- Differentiate between various pencil gradings.
- Critique others' mark making and gesture drawings.

### **∜** Learn

- Read: Chapter 1 in the Drawing for Designers PDF book.
- View: multiple videos in course.

- Discussion for Module 1: Mark Making Exercises and Gesture Drawings Critique
  - Due: Saturday, Tuesday
  - o Counts Towards Class Participation
- Quiz 1
  - Due: Tuesday
  - o Points: 100

### **MODULE 2:**

### XX/XX/XX - XX/XX/XX



- Draw basic shapes effectively.
- Draw various three-dimensional forms (cube, sphere, cone, cylinder) and form-based products effectively.
- Identify aspects and principles of the structural drawing method.
- Critique others' structural drawings.

### **₩**Learn

- Read: Chapter 2 in the Drawing for Designers PDF book.
- View: Multiple videos in course.

- Discussion for Module 2: Structural Drawing
  - Due: Saturday, Tuesday
  - o Counts towards class participation
- □ Quiz 2
  - Due: Tuesday
  - o Points: 100

## SECTION 3:

### MODULE 3: XX/XX/XX - XX/XX/XX

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- Apply appropriate value to a drawing.
- Add a light source and shadows for depth and form in a drawing.
- Apply compositional principles in a logo.
- Define various terms relating to value and composition.
- Identify aspects and principles of applying value and composition.
- Critique others' drawings in terms of effective value and composition.

### **∜** Learn

- Read: Chapter 3 in the Drawing for Designers PDF book.
- View: Multiple videos in course

- Discussion for Module 3: Value and Composition Exercises Critique
  - o Due: Saturday, Tuesday
  - Counts towards class participation
- Quiz 3
  - Due: Tuesday
  - o Points: 100

### MODULE 4: XX/XX/XX - XX/XX/XX



- Draw a head with accurate proportions.
- Draw a face with accurate proportions.
- Draw a portrait with appropriate lighting and shading for depth and form.
- Identify aspects and principles of drawing the face with accurate proportions.
- Critique others' portraits.



- **Read:** Chapter 4 in the Drawing for Designers PDF book.
- □ **View:** Multiple videos in course.

- Discussion for Module 4: Drawing the Face and Head Fundamentals
  - Due: Saturday, Tuesday
  - o Counts towards class participation
- □ Quiz 4
  - Due: Tuesday
  - o Points: 100

### **MODULE 5:**

XX/XX/XX - XX/XX/XX



- Apply appropriate lines in a product sketch.
- Apply appropriate value with a light source in a product sketch.
- Apply accurate proportion or scale in a product sketch.
- Identify aspects and principles of effective product sketching.
- Critique others' product sketches.

### **V** Learn

- Read: Chapter 5 in the Drawing for Designers PDF book.
- □ **View:** Multiple videos in course.

- Discussion for Module 5: Product Sketch Assignment Critique
  - o Due: Saturday, Tuesday
  - Counts towards class participation
- Quiz 6
  - Due: Tuesday
  - o Points: 100

### **MODULE 6:**

XX/XX/XX - XX/XX/XX



- Draw a cube in one-point perspective from a bird's-eye view, an eye level view, and a worm's-eye view.
- Draw a turned cube in one-point perspective.
- Draw a sideways cylinder in one-point perspective.
- Draw an interior room in one-point perspective.
- Define terms of drawing in one-point perspective.
- Critique others' work drawn in one-point perspective.



- Read: Chapter 6 in the Drawing for Designers PDF book.
- View: Multiple videos in course.

- Discussion for Module 6: Drawing in One-Point Perspective
  - Due: Saturday, Tuesday
  - o Counts towards class participation
- Quiz 6
  - Due: Tuesday
  - o Points: 100

### MODULE 7: XX/XX/XX - XX/XX/XX



- Draw a cube in two-point perspective.
- Draw an exterior scene in two-point perspective.
- Define terms of drawing in two-point perspective.
- Critique others' work drawn in two-point perspective.



- Read: Chapter 7 in the Drawing for Designers PDF book.
- View: Multiple videos in course.

- Discussion for Module 7: Drawing in Two-Point Perspective
  - o Due: Saturday, Tuesday
  - o Counts towards class participation
- Quiz 7
  - o Due: Tuesday
  - o Points: 100

### **MODULE 8:**

XX/XX/XX - XX/XX/XX



- Apply appropriate mark making and value in a final drawing project.
- Draw a logo on a product placed in an interior scene.
- Draw a product in an indoor or outdoor (with buildings) environmental drawing with a consistent perspective.
- Identify overarching principles of effective drawing in design contexts.
- Define common terms in the drawing and design areas, including areas of line, structural drawing, value, composition, sketching, and drawing in perspective.

### **∜** Learn

- Read: Chapter 8 in the Drawing for Designers PDF book.
- View: multiple videos in course.

- Discussion for Module 8: Final Drawing Project Assignment Critique
  - Due: Saturday, Tuesday
  - o Counts towards class participation
- Final Exam
  - Due: Tuesday
  - o Points: 100

### **SECTION 4: ASSESSMENTS**

### **Class Participation**

### **Description**

Class participation is calculated cumulatively after module 8, and it assesses modules 1 through 8. Refer to the class participation rubric for grading criteria. Per the rubric, if students post in the forums on time, respond to others with meaningful critiques, and complete all projects to a satisfactory level, they can earn up to 20 out of 20 points.

#### **Total Possible Points**

20

### **Grade Weight**

20%

### **Composition in a Logo Sketch Project**

#### Description

This project is a logo design that applies effective composition. It is graded with the Composition in a Logo Sketch Project Rubric.

#### **Total Possible Points**

100

### **Grade Weight**

### **Product Sketch Project**

### **Description**

This project is a sketch of a product. Students apply what they have learned in terms of effective structural drawing, composition, line work, and value. It is graded with the Product Sketch Project Rubric.

#### **Total Possible Points**

100

### **Grade Weight**

20%

### **Final Drawing Project**

### **Description**

This is a cumulative project in which students apply what they have learned in terms of effective mark making, line work, structural drawing, logo design, composition, value, and perspective. Students design a logo on a product and draw it within an interior space using one-point perspective. It is graded with the Final Drawing Project Rubric.

#### **Total Possible Points**

100

### **Grade Weight**

#### **SECTION 4:**

### **Product Sketch Project**

### **Description**

This project is a sketch of a product. Students apply what they have learned in terms of effective structural drawing, composition, line work, and value. It is graded with the Product Sketch Project Rubric.

#### **Total Possible Points**

100

### **Grade Weight**

20%

### **Final Drawing Project**

### **Description**

This is a cumulative project in which students apply what they have learned in terms of effective mark making, line work, structural drawing, logo design, composition, value, and perspective. Students design a logo on a product and draw it within an interior space using one-point perspective. It is graded with the Final Drawing Project Rubric.

#### **Total Possible Points**

100

### **Grade Weight**

#### **SECTION 4:**

### Quizzes

### **Description**

Modules 1 through 7 each have a quiz that is individually worth 3% of the final grade, adding up to 21% of the final grade. Each quiz is worth 100 points.

#### **Total Possible Points**

100

### **Grade Weight**

3% each / 21% Total

#### Final Exam

### **Description**

The final exam is worth 9% of the final grade. It is worth 100 points. It is cumulative in that it assesses knowledge of various terms and principles of drawing for design (materials, line work, mark making, gesture drawing, structural drawing, product sketching, drawing in perspective, etc.).

#### **Total Possible Points**

100

### **Grade Weight**