

**SOUTHEAST MISSOURI STATE UNIVERSITY
COURSE SYLLABUS**

Department of **Human Environmental Studies**
Course Title: **Advanced Design Communications**

Course #: **DS320**
NEW: **Fall 2008**

I. Catalogue Description and Credit Hours

Advanced graphic communication techniques used throughout the design process. Drawing from experience, design process drawings, and design presentation. Emphasis on current digital tools and techniques. **(3)**

II. Prerequisite(s)

DS220, CM126

III. Purposes or Objectives of Course

- A. Demonstrate dexterity in drawing from observation of the built environment.
- B. Utilize graphics as a problem solving tool.
- C. Utilize the mechanics of digital imaging through various applications for design communications and as a means to design.
- D. Operate design software, presentation software, walk-through animations, presentation techniques, and other computer based tools used by architects and interior designers.

IV. Expectations of Students

- A. Satisfactorily complete referential observation exercises in a timely fashion.
- B. Satisfactorily complete design process diagramming assignments.
- C. Successfully complete digital rendering exercises.
- D. Successfully complete a comprehensive digital rendering project.

V. Course Outline or Content

Hours

- | | |
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| <p>A. Drawing from Observation</p> <p>1. Referential Graphics Review</p> <ul style="list-style-type: none">a. Line and Shape, Tone and Textureb. Form and Structure, Space and Depthc. Expression of the Mark and Line <p>2. Seeing is Believing</p> <ul style="list-style-type: none">a. Drawing from Life, Picture Planes and Perceptionb. Understanding and Recording the Built Environment | <p>15</p> |
| <p>B. Graphics as a Design Process Tool</p> <p>1. Design Process Drawing</p> <ul style="list-style-type: none">a. Diagramming, Visionary Thinking, Partib. The Digital Role in the Process <p>2. Speculative Drawing</p> <ul style="list-style-type: none">a. Fluidity in Drawing, Exploration, Drawing as a Creative Toolb. Opportunities and Limitations of Tools | <p>15</p> |

c. Digital Opportunities and Traps

C. Digital Presentation Tools in the Profession 10

1. The Role of Digital Presentation in the Profession

- a. Interactivity, Communication
- b. Design Development Process, Communication

2. Digital Opportunities and Trends

- a. Multimedia, Virtual Reality
- b. Graphic Design and Illustration, The Web vs. Print Media

3. Digital Applications

- a. Leading Software
- b. The "Bitmap" and "Object" Paradigm

D. Software Skills 50

1. Defining the Challenge

- a. Anatomy of the Digital Image
- b. Digital Output

2. Basic Tools and Applications

- a. Digital Imaging and Photography, Scanning, Editing Tools, Overlays, Layers
- b. Vector Based Applications
- c. 3-D Software
- d. Wireframe, Surface and Solid Modeling

3. Interior Presentation Rendering with Digital Tools

- a. Rapid Visualization Methods
- b. Tips and Tricks in software programs
- c. Photo Manipulation, Montage Techniques, Super-imposition of Files
- d. File Conversions, Troubleshooting

* Total laboratory hours = 90

VI. Textbook(s) and/or Other Required Materials or Equipment

Murdock. (2008). Google SketchUp and SketchUp Pro Bible. New Jersey: Wiley.

Students are responsible for supplying drafting and project materials, and purchasing illustration media.

VII. Basis for Student Evaluation

A. Referential Drawing Exercises	10%
B. Diagramming Exercises	20%
C. Digital Rendering Exercises	20%
D. Final Digital Rendering Project	50%

Note: The weight of the evaluation criteria may vary according to each instructor and will be communicated at the beginning of the course.

VIII. Academic Policy Statement

Students will be expected to abide by the **University Policy for Academic Honesty** regarding plagiarism and academic honesty. Refer to:

<http://www6.semo.edu/judaffairs/code.html>

IX. Student with Disabilities Statement

If a student has a special need addressed by the **Americans with Disabilities Act (ADA)** and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs.