

SYLLABUS

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VA401A

Project Studio III

with Gözde Oral
Mon 13:40-16:30
Fall 2021

IMPORTANT!

Project Studio will be given in-class and on the scheduled day and time; video-recordings will not be available.

Physical attendance is expected.

Only students who present the university administration with an official health report exempting them from physical attendance will be allowed to follow online.

WHO IS THIS COURSE FOR?

Senior year undergraduate VCD students.

INTRO

In this course students will develop their core designing skills, from research and conceptualisation to implementation and presentation, with the aim of meeting assigned project briefs. Students are expected to employ their knowledge of design principles, layout, photography, illustration, typography etc. They are encouraged to participate in class critiques and develop their resourcefulness, creativity, productivity, presentation and time management skills.

STRUCTURE

The focus of the course is on projects where students can explore their design abilities to meet today's various print and digital communication needs. Students must complete 3 projects during the semester. Each project is allotted 4 weeks during which students are given critiques on the various stages of their idea development and designs. They are encouraged to talk about their own work and provide constructive criticism to others.

INTENDED OUTCOME

- Better understanding of individual strengths and weaknesses
- Ability to use visual language for communication
- Development of design and presentation skills

ASSIGNMENTS / PROJECTS

Projects require the use of apps such as Adobe Illustrator, Indesign and Photoshop. Students who do not have sufficient knowledge of these apps are expected to learn them on their own time outside of class, via online tutorials and TA assistance, if necessary.

GRADING CRITERIA

Design process

Brief / Research / Ideation / Design Implementation / Presentation
+ Weekly progress
+ Fulfillment of project requirements
+ Meeting deadlines

Concept & Creativity

+ Experimentation, ideation
+ Independent assessment ability
+ Pushing/challenging own limits

Implementation & Presentation

+ Technical skill in execution of design
+ Quality and content of project presentation

Grade distribution: 90% projects (30%/project) + 10% attendance & participation

APPOINTMENTS

Personal appointments must be scheduled in advance and will take place on Zoom, due to Covid precautions.

NOTE

The syllabus is subject to change, shifts and adjustments by the instructor. Project topics TBA.