الجامعــة
الأمريكيــة
بالبحرين

AMERICAN
UNIVERSITY
OF BAHRAIN

DSGN 111 Basic Design l

This course is designed to give students an introduction and overview of the basic and most important principles of design. From lines, and symmetry, to theme and application students start to understand how design intersects with the world around us. Throughout the semester students will apply the theoretical concepts they are learning to an ongoing semester-long design project that will force them to rise to a professional design challenge, while working with real world clients. Working with local business, students may even have the opportunity to see final design products being used in professional settings.

(Pre-requisites: None)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. To obtain gain critical knowledge of the basic principles of design through exposure and critique of the world's foremost design experts.
2. Student will critically engage with the works of contemporary leading designers, in a variety of fields, and in the process they will Identify cultural and aesthetical components of their designs.
3. To obtain hands-on experience in developing technical design products in the area of visual design, as they research and develop design and branding ideas for real-world business case studies.
4. To obtain analytical skills by conducting field research with clients to formulate business brand identities.
5. To obtain critical thinking and analytical skills and improve their ability to evaluate, analyze and critique design outcomes according to sound design principles learned.
6. To obtain effective design problem solving skills by identifying problems with the clients' current brand design and carrying out creative solutions for these in the rebranding process.
7. To obtain effective visual communication skills through the use of modern design software for the rebranding process.
8. While developing design ideas and solving design problems by coming up with novel alternative design products, students will improve their independence, professionalism, and sense of personal responsibility, by being accountable to a real-world business.

Textbook & Course Materials:

- Design Basics, by Stephan Pentak.

Course Content:
1. 20 principles of design
2. Design overview

3. Design process
4. Design principles overview
5. Critiquing design
6. Illustrator introduction
7. Brand Identity
8. Examples of client brand ID designs
9. Continue Illustrator
10. Design Principles and brand ID's
11. Important elements for designing a brand
12. Design Principles visually used in Mood Boards
13. Unity
14. Style
15. Consistency
16. Shape
17. Logos in detail
18. Design Principles
19. Adobe Illustrator workshop
20. Hierarchy
21. Alignment
22. Logos in detail
23. Emphasis
24. Focal Point
25. Logos in detail
26. Scale
27. Spacing
28. Proportion
29. Review "Shamsaha Rebrand"
30. Keeping it simple
31. Entertaining the eye
32. Texture
33. Repetition
34. Pattern
35. Designing business cards
36. Design Collateral
37. Business cards
38. Design Collateral
39. Flyers
40. Review of collateral