

Drawing for Graphic Designers

GRDSN 105

Your Instructor: **Derrick Freeland**

Contact at derrick.freeland@sfcc.spokane.org

Time:

Section 1A: Tuesdays, 8:30 am to 10:30 am & Thursdays, 8:30 am to 10:30 am

Section 2A: Tuesdays, 10:30 am to 12:30 pm & Thursdays, 10:30 am to 12:30 pm

Location: Room 203 in the Technical Arts Building

Credits: 3.0

From the class catalogue: *This course offers students an introduction to drawing as a graphic designer. Students learn to draw basic forms for thumbnails and roughs that can be applied to other graphic design courses. Techniques and tools for drawing shape, value, plane and volume are explored through gesture, contour and other drawing styles. Composition and drawing type are an integral part of the course.*

Purpose

This class is an opportunity to learn and practice the techniques needed to create imagery that is vital to the initial implementation of any successful visual communication. You will leave this class with a toolbox of drawing techniques that will help you to communicate with art directors, designers, clients, and pretty much anyone about your ideas, a visual shorthand that will enable you to add images to your vocabulary in any conversation about design and visual communication.

Success in this class

Drawing for Graphic Designers is a studio class. As such, we will be doing all assignments and projects during our two hour class session; there will be no homework. One of the main objectives of this class is to emulate the design environment, focusing on the importance of timing and prioritization. You don't need to be an amazing draftsman to be successful in this class; it's all about communication and your willingness to put ideas out there for people to see and (if all goes well) *understand*. The objective in any class session is simply to keep up, to trust yourself and your ability, and to accept that the drawings you make don't have to be perfect,

just good enough. What we make in this class will not be a completed, polished work, but rather the beginning of a great idea.

Attendance

This is a studio class; it does not have homework or outside projects. Attendance is very, very important as there are no opportunities outside of this class to learn the material provided in this class. Any make-up assignments (Exercises, Free Draw Sessions, In-class Projects, or anything else) will have to be discussed and planned with your instructor. Two tardies is equal to one absence. If you have more than six absences, you will fail this class.

Grading

Your grade in this class will be based on two things; the work you do in your *Drawing For Graphic Designers Workbook* and the final exam given for this class. Your Workbook for this class is divided into two categories: Free Draw and Exercises. In total, the Workbook is worth 90% of your grade. Each *Exercise* is worth 3.29% of your Workbook grade. Each *Free Draw* session is worth 1% of your Workbook grade.

There will be a final for this class, presented as an in-class project to be completed on the day of our final (December 13th). The final is worth 10% of your grade.

Curriculum

Why Drawing? Sept. 20th

We'll have a brief exploration of the fundamental ideas and purpose of visual communication and examine a few practical applications in the workplace, focusing on the iteration, development, transformation, and evolution of a design concept.

How to apply pencil to paper

We will be exploring the fundamental concepts of the page/canvas and practicing drawing techniques and the use of the tools and medium for this class.

- Sept. 25th - Making it fit: Strategies for designing to a certain space - size, shape, ratio, division, cropping
- Sept. 27th - Explore and practice techniques in drawing: Contour, blocking, gesture, plane, point, and combined techniques.

Shape and form

This is an examination of the fundamental components that comprise an image; how they are formed and how they are combined to create images.

- Oct. 2nd - Line, point, and mark; text and lettering
- Oct. 4th - Cartooning people
- Oct. 9th - Patterns and their characteristics: grids, organic vs inorganic, building patterns
- Oct. 11th - Borders and framing, translucency vs opacity

The dimensions of drawing

This will be an exploration of where lines, points, marks, and shapes exist on the visual plane and how to navigate that plane to create complex images.

- Oct. 16th - X, Y, and Z axes; parallel vs perpendicular
- Oct. 18th - Some basic geometrical concepts, two dimensional shapes and their characteristics, symmetry vs asymmetry
- Oct. 23rd - Foreground, midground, and background; line, texture, and pattern in perspective
- Oct. 30th - Three dimensional shapes: extruded shapes vs constructed shapes
- Nov. 1st - Volume: light and shadow, volumetric shape
- Nov. 6th - Perspective: basic, elevated vs truncated, curvilinear
- Nov. 8th - Applying line, pattern, and texture to three Dimensional shapes

Subject and Content - Illustration

Here, we'll be taking what we've learned and using it to refine an idea, person, place, or thing into its essential components.

- Nov. 13th - Transition: gradients vs transformations
- Nov. 15th - The constructed world
- Nov. 20th - The natural world
- Nov. 27th - Illuminations: images and text
- Nov. 29th - Sequential Images

Making Complete Compositions

You can think of these days as a kind of practice run for the final exam. We'll be pulling together everything we've learned in the class to create three in-class projects.

- Dec. 4th - Design a magazine layout
- Dec. 6th - Create a natural scene that features text
- Dec. 11th - Create a captioned illustration

The Final Exam - December 13th

The final exam for this class is an in-class project to be completed during the class time we are given to conduct the final exam. The project will be something very similar to the kind of projects completed in the previous class sessions. On the day of the final exam you will draw, at random, a card that will describe the parameters and all the necessary requirements of your final exam. You will have only the in-class time to complete the project in full and turn it in for grading.