

DES INV 21: **Visual Communication & Sketching**

Overview:

Anyone can sketch. Great communicators today should never hesitate to reach for a pen and draw.

Sketching is an effective expression of thinking and problem-solving. It is a form of visual communication that can be learned and is a skill that can improve with practice and a little guidance. This course, offered in a project-based learning format, will give participants practice and confidence in their ability to communicate through sketching.

Goals and Objectives:

- + Freehand sketching skill development through a series of in-studio exercises.
- + Hand-eye acuity- Sketching what you see.
- + Increased sketching confidence.

Description/ Sequence:

Approximately one half of the course will be dedicated to developing your skills regarding sketching. Topics introduced and covered will include; using line (shape, contour, texture and tone), surface and form development, perspective drawing (one, two, three point), visual composition, foundation in designing with type, the effective use of color.

The latter portion of the class will be devoted to the application of prior topics to the subjects of; sketching for interaction/ interface design, presentation, storyboarding, and final project development.

Most everyone will benefit from the opportunity to develop their “sketching confidence”, especially within the context of the Innovation space.

Active Participation:

The structure of this sketching course is project-based, which is substantially different from a lecture format course, and more closely approximates a lab class or workshop. Developing your ability to sketch takes practice and comes with “mileage” - the more you do it the better you will get. It is a skill that I believe you can easily master.

Enrollment

Because of the hands-on nature of this course, there is a strict capacity limit of 30 students. A waitlist will be used to ensure that the class fills to capacity. You must attend the first session in order to be considered for the class.

Prerequisites

There are no prerequisites for this course. Prior sketching or drawing experience is desirable but not required.

Instructor: Rob Hennigar

Contact Information: robhennigar@gmail.com

Class meeting time: TBD

Location: Jacobs Institute 2530 Ridge Rd.

Textbook: There is no required reading for this class. Rather, due to the hands-on nature of the class, more emphasis will be placed on practice.

Grading:

- + 60% - Projects and Assignments
- + 20% - Final portfolio of work
- + 10% - Sketchbook review upon semester conclusion
- + 10% - Attendance and participation

Materials:

Sketchbook 8.5 x 11 inches - hardbound. 100 pages. 65 lb. paper (preferably)

Pad of Paper - 11 x 14 "Sketch" 100 sheets. 50 lb paper

8.5 x 11 White bond (copy) paper (Ream of 500 sheets)

Pens - Ballpoint (black preferably)

Markers - Chisel tip. Cool gray 10%, 20%, 40%

Sharpie or other black marker (medium point)

Roll of Blue Painters tape

Ruler - clear material, 12"

Schedule:

Week 1: Introduction

Discussion: Overview - Course goals, content, guidelines and learning outcomes. The value of sketching, sketching vs. drawing, Visual communications design concepts, problem solving through sketching, evaluation of.

Exercises: Introductory...

Assignment: Get course supplies/ materials.

Assignment: Generate two blind contour drawings on 11 x 14 paper.

Assignment: Draw in your sketchbook - 5 pages of sketches from topics covered.

Week 2: Line

Due/ Critique: Blind contour drawings, sketchbook review.

Discussion, demonstration, exploration, exercise: Line conventions (quality, types, "reads", lighting), line types (gesture, construction, contour or outline, cross contour, blind contour), shading using line.

Assignment: Generate 3 line drawings on 11 x 14 paper (show gesture, construction, "final" linework).

Assignment: Sketchbook drawing - 5 pages using "line".

Week 3: Proportions and Space

Due/ Critique: "Line" sketches, sketchbook review.

Discussion, demonstration, exploration, exercise: Accurately seeing and sketching the proportions of objects and scenes (sighting, visual measurement, advancing/ receding, etc.) The use and exploration of positive and negative space in sketching.

Assignment: Generate 3 sketches using proportions and space to accurately capture the visual quality of objects and environments.

Assignment: Sketchbook drawing - 5 pages using Proportions and Space with continued use and emphasis on the use of Line in your sketches.

Week 4: Perspective

Due/ Critique: "Proportions and Space" sketches, sketchbook review.

Discussion, demonstration, exploration, exercises: Principles of perspective sketching, perspective terminology, sketching using 1, 2, and 3 point perspective, linear and atmospheric environmental perspective.

Assignment: create 3 sketches (on each of 1, 2 and 3 point perspective), using proportions, shape and line style to create visually compelling perspective sketches.

Assignment: 5 pages of perspective explorations for larger versions.

Week 5: Shape and Form

Due/ Critique: Perspective sketches, sketchbook review.

Discussion, demonstration, exploration, exercises: Sketching basic shapes and forms in perspective (cube, cone, cylinder, sphere, etc.), accurate shading of forms (surface “reads”, light across a surface, lighting direction, highlight, core and reflected light).

Assignment: Draw an egg on 11 x 14 paper in 30 minutes using a bright (local) light source, indicating lighting, surface development, shadow.

Assignment: Create one drawing which contains all basic shapes accurately sketched and shaded on a plane in two-point perspective.

Assignment: 5 pages of sketches exploring shading of shapes and forms

Week 6: Shape and Form 2, Composition, Storyboarding

Due/ Critique: “Egg” sketch, Basic shapes sketch in two-point perspective, sketchbook review.

Discussion, demonstration, exploration, exercises: Accurately casting shadows from objects. Overview discussion of perception and composition as they relate to sketching. Compositional principles (center of interest, balance, movement, harmony, design) and compositional systems (framing, blocking, grids, golden ratio/ section). Storyboarding (process and techniques) storytelling and story development for prototyping, examples.

Assignment: Create “thumbnail” sketches of the story that you wish to communicate in your sketchbook.

Assignment: On 8.5 x 11 (half page per panel) create each “frame” of your story using all sketching techniques learned to date. Accuracy of portraying “just enough” information is key (information efficiency vs. density)

Week 7: Storyboarding 2, Intro to color theory

Due/ Critique: Storyboarding panels, thumbnail sketches review in sketchbook.

Discussion, demonstration, exploration, exercises: Storyboarding timing, sequencing, visual quality. Brief intro to color, Prismacolor pencil matching to each hue on the hue wheel.

Assignment: Revise and finalize storyboard sequence for next week. Employ simplistic use of color for “punch” or emphasis, advancing/ receding, etc.

Assignment: Continue sketching in sketchbooks.

Week 8: Color theory 2

Due/ Critique: Final storyboard sequences.

Discussion, demonstration, exploration, exercises: Color models and systems - RGB/ CMYK, additive and subtractive color. Color hue wheel noting primary, secondary and tertiary colors. Describing and defining color through hue, value and saturation, characteristic value of color. Color schemes and harmonies (warm/ cool, achromatic, monochromatic, complementary and analogous color schemes. Advanced color - split complementary, diad, triad, tetrad.

Assignment: Create a “Trailer” image for your storyboard sequence on 11 x 14 paper ensuring that you apply appropriate compositional aids, sketching techniques and the application of color to your final solution.

Week 9: Sketching and indicating type (Typography)

Due/ Critique: Final “Trailer” image for your storyboard sequence.

Discussion, demonstration, exploration, exercises: Typography style and message, Font structure and visual components, kerning, ligatures, sketching with type, principles for designing with type.

Assignment: Create a personalized sketched monogram for yourself on 11 x 14 paper. Selection of a font that represents you, your style, is key. Explore different fonts/ typefaces, styles, weights, characters, ligatures and kerning. Apply color appropriately to represent yourself.

Assignment: Explore/ iterate various examples and solutions in your sketchbook - 5 pages.

Week 10: Sketching for interface design (rapid prototyping of concepts)

Due/ Critique: Personal monogram solutions.

Discussion, demonstration, exploration, exercises: Sketching for interfaces - why?, overview and discussion of various tools that may be used in sketching interface solutions, approaches and techniques of interface design prototyping, examples of different approaches to sketching for interface design.

Assignment: Create a prototype of a product that requires a digital display interface. Use all appropriate topics covered to date in your final solution.

Assignment: Create 5 pages of various conceptual explorations in your sketchbooks.

Week 11+12: “Explain” project (concrete or abstract, process, product, interface, experience)

Due/ Critique: “Explain” final project solutions.

Discussion, demonstration, exploration, exercises: Concept of “visual leverage” discussion. Simplification of sketches to aid in clarity and communication. How to communicate ideas in visual form. Working through thinking in visual form, recording what you see hear.

Assignment: Explain an idea, process, sequence, or experience through sketches. Use all appropriate sketching techniques learned to date. Solution must include sketched images and type elements. Format - your choice. Tie it to another class that you take if possible?

Assignment: Explorations for this assignment using your sketchbook.

Week 13: “Do over”/ Final portfolio development

Due/ Critique: “Explain” project final solutions.

Discussion, demonstration, exploration, exercises: Portfolio discussion - content, development, submission for final grade.

Assignment: This is your chance to revisit one prior project and have the opportunity to do it over for inclusion in your final portfolio submission.

Assignment: Create and prepare to submit your final portfolio the final week.

Week 14 - Actual meeting date TBD - Last week of classes

Portfolio reviews

DUE: Final Portfolios submitted electronically in PDF format.