ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Computer Science)

Course: Design Fundamentals (3477)   **Semester: Autumn, 2013**
Level: BS (CS)   **Total Marks: 100**

ASSIGNMENT No. 1

Note: All questions carry equal marks.

Q. 1 Suppose you are designing a sketch of a human using a graphic tool. Which tool you consider is more appropriate for sketch designing and why?

Q. 2 How do you create rhythm and balance in a design? What are the important principals?

Q. 3 What is the purpose of proportion or scale in graphic design? How does scale is used to create a good design? Are there any scale metrics available?

Q. 4 Express qualities of a line. Also elaborate positive and negative areas with examples.

Q. 5 Why edges can be seen as lines? Discuss with proper examples. Also briefly explain the phenomena of a vanishing point.

ASSIGNMENT No. 2
Total Marks: 100

Note: All questions carry equal marks.

Q. 1 How do space and texture features help the observer to see the image? Explain with example.

Q. 2 Develop a design of an invitation card (as specified by your instructor) using any graphic package. Attach the printout with the assignment.

Q. 3 Develop the design of a web page (as specified by your instructor). Attach the printout with the assignment.

Q. 4 Select a design (as specified by your instructor). Make changes in color, style and orientation.

Q. 5 Compare and contrast the features of any two graphic packages.

3477 Design Fundamentals   Credit hours: 3(3, 0)

Recommended Book:
Design Principles and Problems by Paul Zelanski

Course Outlines
Unit–1:   Awareness of Design
    a)   Introduction to design
    b)   Isolating elements of design
    c)   Importance of design in today's life
    d)   Controlling the viewer response
    e)   How to create effective designs

Unit–2:   Unifying Principles of Designs
    a)   How to create repetition and variety
    b)   How to create rhythm in design
    c)   Create balance in design
    d)   Use of proportions or scale

Unit–3:   Line, Shape and Form
    a)   Expressive qualities of line
    b)   Positive and negative areas
    c)   Source of shapes
    d)   From shapes to form
    e)   Difference between static and dynamic shapes

Unit–4:   Space and Texture
    a)   Linear, atmospheric and aerial prospective
    b)   Scaling and positioning
    c)   Illusionary and shallow perspective
    d)   Simulated texture
    e)   Built up and computer texture

Unit–5:   Value, Color and third Dimension
    a)   Representing value gradations
    b)   From local value to interpretive values
    c)   Emphasis and design interest
    d)   Spatial emotional effect

e) Characteristics of color
f) Color interactions

Unit–6: Typefaces and Graphics
a) Exploration of type styles
b) Graphic, modes and formats
c) Graphic Elements

Unit–7: User Interface Designing
a) Develop consistency in design
b) How to create simple & appealing interface
c) How to design aesthetically strong interface

Unit–8: Case Study – Graphics
Students will create vector and bitmap graphics that must be their original work created in any acceptable tools.

Unit–9: Preparation and Presentation of Portfolio

=========