

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

WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Design Fundamentals (3477)
Level: BS (CS)

Semester: Autumn, 2012
Total Marks: 100

ASSIGNMENT No. 1

Note: All questions carry equal marks.

- Q. 1 What are the isolating elements of a design? Show with the help of an example.
- Q. 2 Repetition in a design is an art. How repetition is developed and contributes into variety of a design pattern.
- Q. 3 What is meant by proportion of scale in design? How this scale helps to maintain the quality of a design
- Q. 4 Express different qualities of a line. How does positive and negative areas are expressed.
- Q. 5 Develop 03 different designs of an invitation card (as specified by your instructor). Highlight the key design features of your design.

ASSIGNMENT No. 2

Total Marks: 100

Note: All questions carry equal marks.

- Q. 1 Select any two graphic tools as specified by your instructor. Highlight main features of the tool.
- Q. 2 Discuss linear, atmospheric and aerial perspective of space and texture.

- Q. 3 What is meant by Third Dimension? How can you add a tilted, shaded Third Dimension to a 2D Image.
- Q. 4 Consider AIOU website: aiou.edu.pk. Discuss its design and suggest some points for improvements.
- Q. 5 Suppose you have been hired as graphic designer of a departmental store (as specified by your instructor). You are given the task to develop design of store to display on the sign board. Develop at least 03 designs to present the management.

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 perspective
- 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

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