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Course Number and Title
ID 4418   Design Sketching
School of Industrial Design, College of Architecture
Georgia Institute of Technology
John Lau, Room 251, owldesigninc@gmail.com
First Session Summer Semester/ 2012 /M, W, F/ 9:30-11:55/ 3 credit hours

Course Objectives/Student Learning Outcomes
This course addresses the fundamental drawing and visualization techniques commonly used by industrial designers for design thinking and development. It introduces the basic methods, elements, and processes of effective sketching that are necessary to make informed choices about formulating, developing, and presenting visual information and design ideas in an accurate and convincing manner.

Upon completion of the course, students are expected to demonstrate knowledge, skill, and abilities in the following areas:
• Understand appropriate use of a range of visual communication fundamentals including:
o Line o Shape o Surface o Volume o Perspective o Light and shadow o Form o Texture and detail
o Orthographics o Sketch ideation and exploration methods o Observational drawing
• Ability to identify drawing and visualization techniques that best communicate design ideas
• Develop the technical and creative skills necessary for making informed judgments about the effectiveness of visual communication and work quality

Course Procedure and Organization
Instructional methods for teaching the course include:
• Lectures and in-class discussions
• In-class demonstrations and workshop sessions
Design sketching proficiency is attained through practice and rigor. You are expected to nurture your talent beyond course assignments.
• This course depends on your active participation and collaboration. Questions not asked are questions not answered. The course is interactive.
• Attendance and involvement are mandatory and key to your success in this course. The course will be taught in a "demo-then-practice" style. If a student misses a demo because of an unexcused absence, the instructor will NOT do a make-up demo for that student. It will be the student's responsibility to learn what he or she has missed from his or her classmates.
• Feedback and criticisms will be direct and honest, aimed at your process and product – not at you personally. Please hear them carefully and do not hesitate to discuss with the instructor about anything that is unclear or confusing.

Required/Suggested Readings
Sketching: Drawing Techniques for Product Designers by Koos Eissen and Roselien Steur
- Conceptual Drawing by Joseph A. Koncelik & Kevin Reeder
- Design Sketching by Erik Olofsson & Klara Sjolen
- Drawing: A Creative Process by Francis D.K. Ching
- Design Rendering Techniques by Dick Powell
- Product Rendering With Markers by Mark Arends
- Quick & Easy Solutions to Marker Techniques by Yoshiharu Shimizu
- Any books by Syd Mead (they can be difficult to find but very inspirational)

Course Requirements
Students will be evaluated on the quality of presentations made before the class, the quality of their contributions in class discussions, the quality of their assignments and projects, and their overall participation in the class.