

## Dictionary

doodle



# doodle

/ˈduːd(ə)l/

*verb*

1. scribble absent-mindedly.  
"he was only doodling in the margin"

*noun*

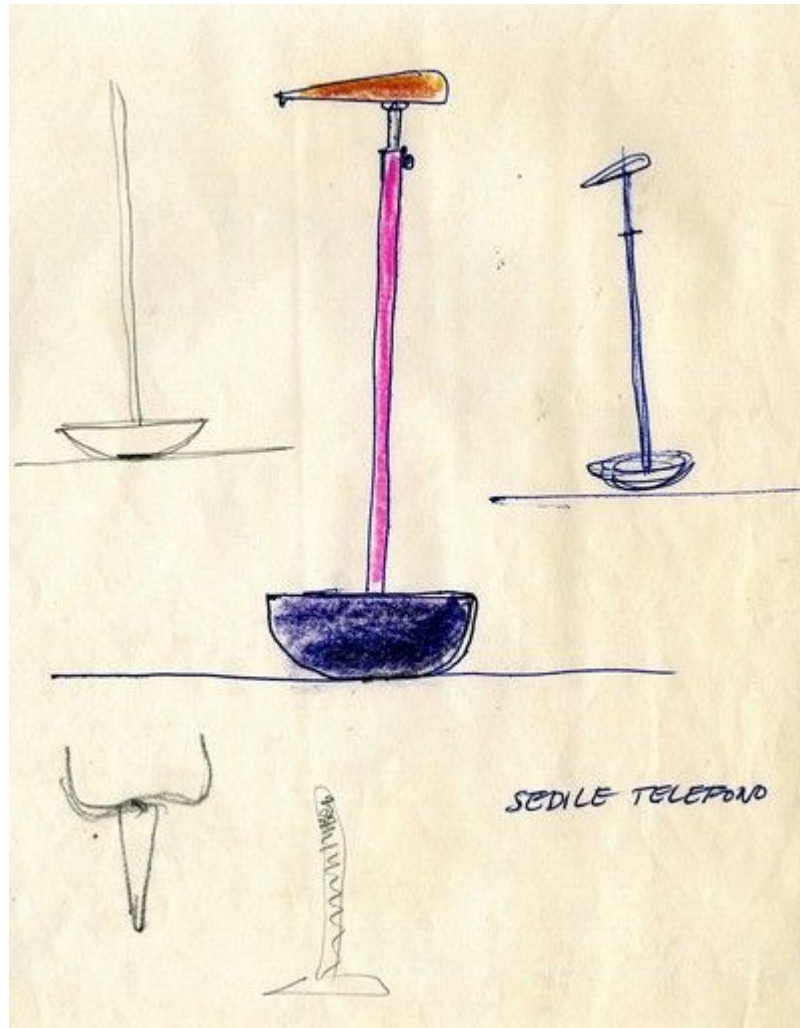
1. a rough drawing made absent-mindedly.  
"the text was interspersed with doodles"

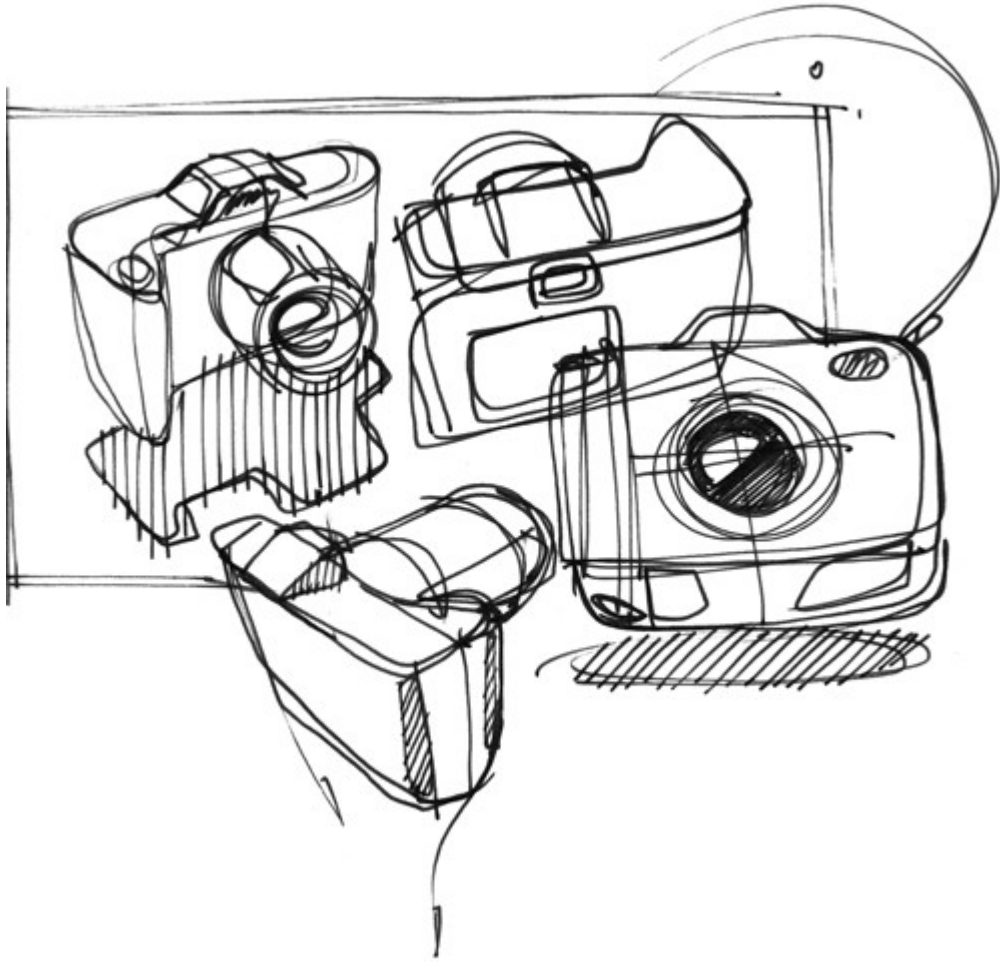


Translations, word origin, and more definitions

*Feedback*

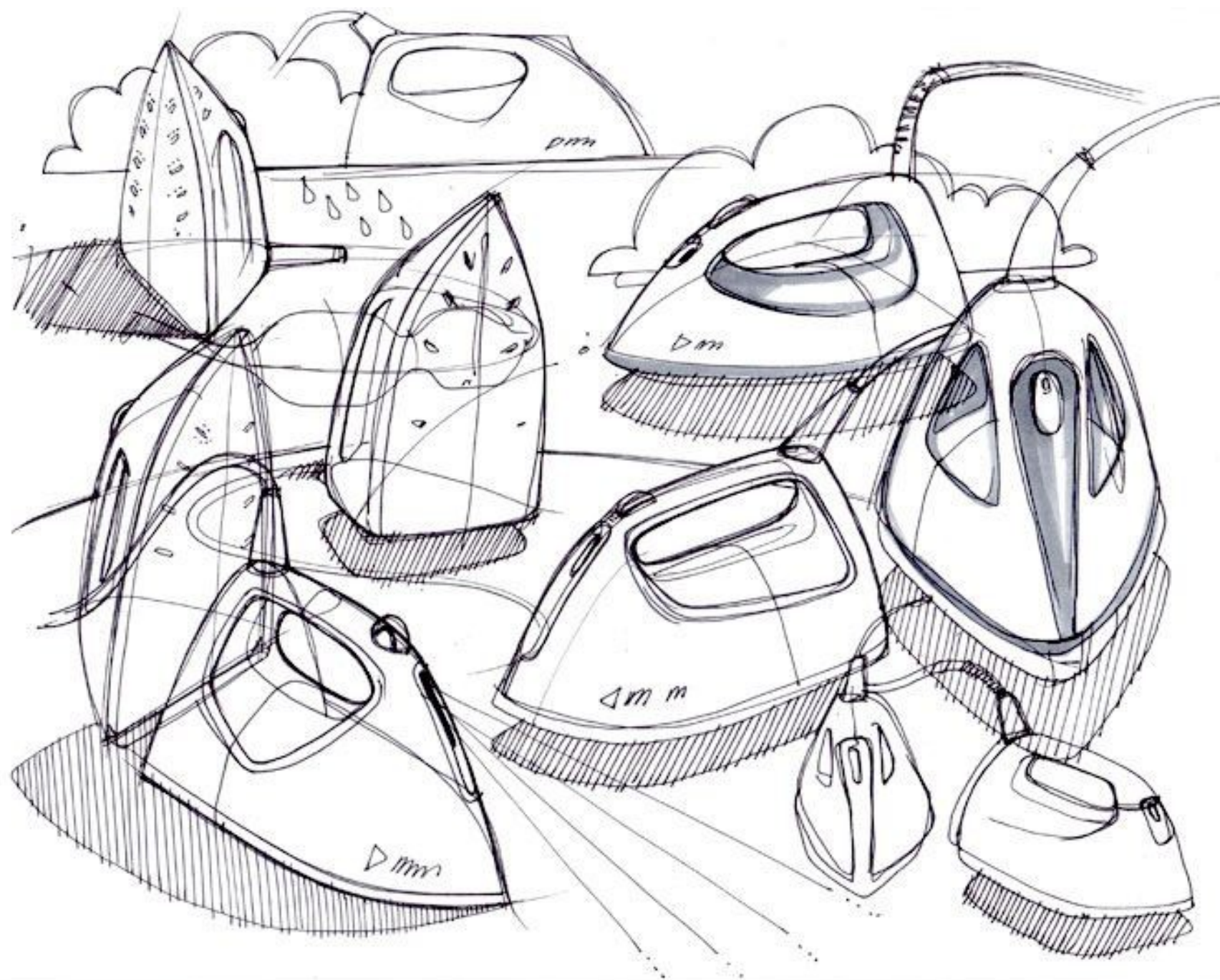
“Sella”  
Achille Castiglioni

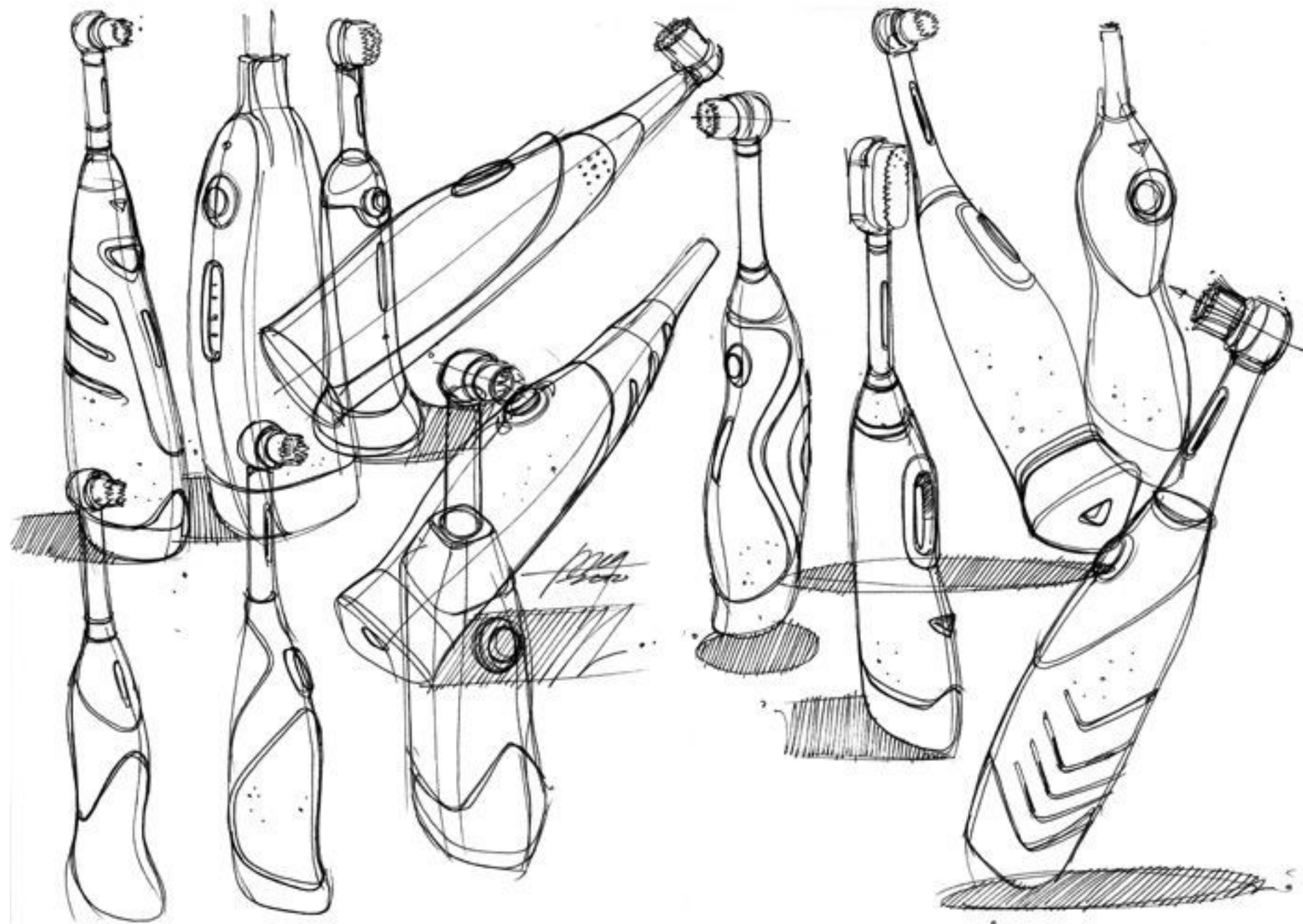




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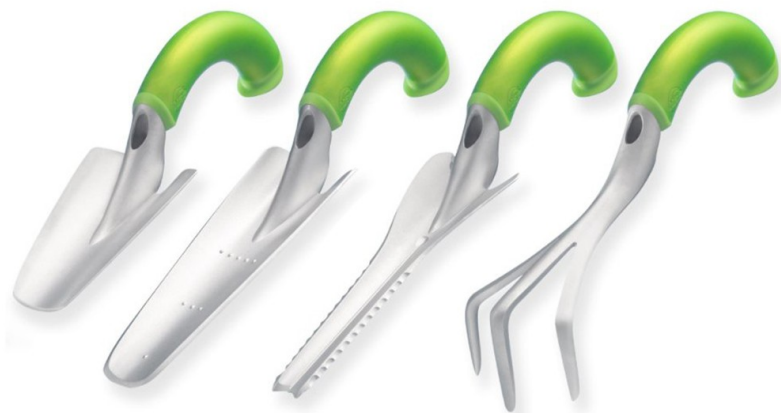


Dangerous

Cozy

Friendly

Powerful



## Module learning outcomes

Understand and utilise the **three forms of perspective** (one point, two point and three point) for concept drawing and presentation drawing purposes.

**Draw objects in the three forms of perspective**, utilising formal technical perspective techniques.

**Utilise freehand drawing** to communicate any geometric or organic forms.

**Be proficient in the use of permanent line media** typically used by designers in order to be able to achieve the above.

Effectively **layout a concept page** with various drawing views of objects in perspective.

Visualise and **draw imaginary objects in three-dimensional perspective** from any viewpoint.

**The 1st semester mark will be calculated in the following manner:**

LEARNING UNIT 1	Constructed Perspective	10% of year mark
LEARNING UNIT 2	Basic Drawing Skills & Introduction to Freehand Perspective	5% of year mark
LEARNING UNIT 3	Geometric Forms in Perspective	5% of year mark
MIDYEAR PORTFOLIO ASSESSMENT	A portfolio of the work to date as specified by your lecturer	20 % of year mark
		<b>40 %</b>

**The 2nd semester mark will be calculated in the following manner:**

LEARNING UNIT 4	Organic Form Giving	10 % of year mark
LEARNING UNIT 5	Introduction to Page Development	10 % of year mark
LEARNING UNIT 6	Perceptual Drawing	10 % of year mark
YEAR END PORTFOLIO ASSESSMENT	A portfolio of the work completed throughout the year as specified by your lecturer – this includes a combination of in-class work and applied drawing assessments for ID Practice 1	30 % of year mark
		<b>60 %</b>

Class	Date	Homework	Classwork	Marks
1	31-Jul	---	Cube Explosion	
2	07-Aug	Three objects explosion	Bicycle / Bicycle Part	
3	14-Aug	Cellphone Charger	Hamburger / Faculty Object	
4	21-Aug	Kettle	Shoe	
5	28-Aug	---	Iron	
6	04-Sep	Iron*	Tea Tray / Extinguisher*	* * 4%
7	18-Aug	Hairdryer	Camera Nikon D3300	
8	02-Oct	Camera Nikon D3300* / Fire Extinguisher*	Harmonica	* 2%
9	09-Oct	---	Doodles	* 2%
10	16-Oct	Harmonica Re-submission*	Exam	* 10%
11	23-Oct	Exam*	ID Practice 1 Portfolio	* 2%
12	30-Oct	ID Practice 1 Portfolio	ID Practice 1 Portfolio	* 10%
13	06-Nov	Portfolio of the work completed		* 30%

# What we evaluate?:

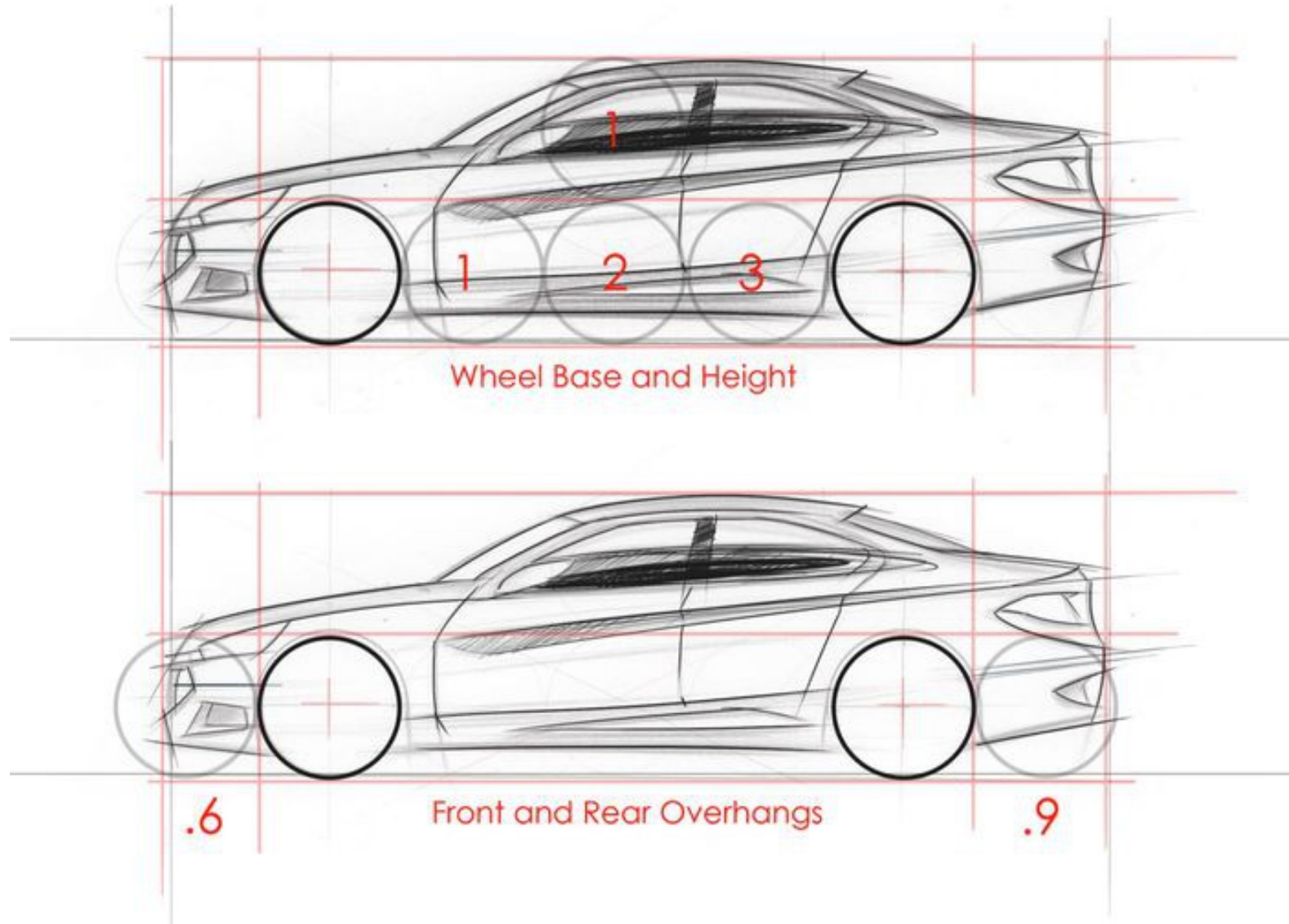
Proportion	Relations			
Perspective	3P	Ellipses	Shadow from a bulb or sun	
Line	Accuracy	Line weigth	Countour Line	
Page Layout	Composition	Lettering, Typography	Back Square	False Shadow

# How we evaluate?:

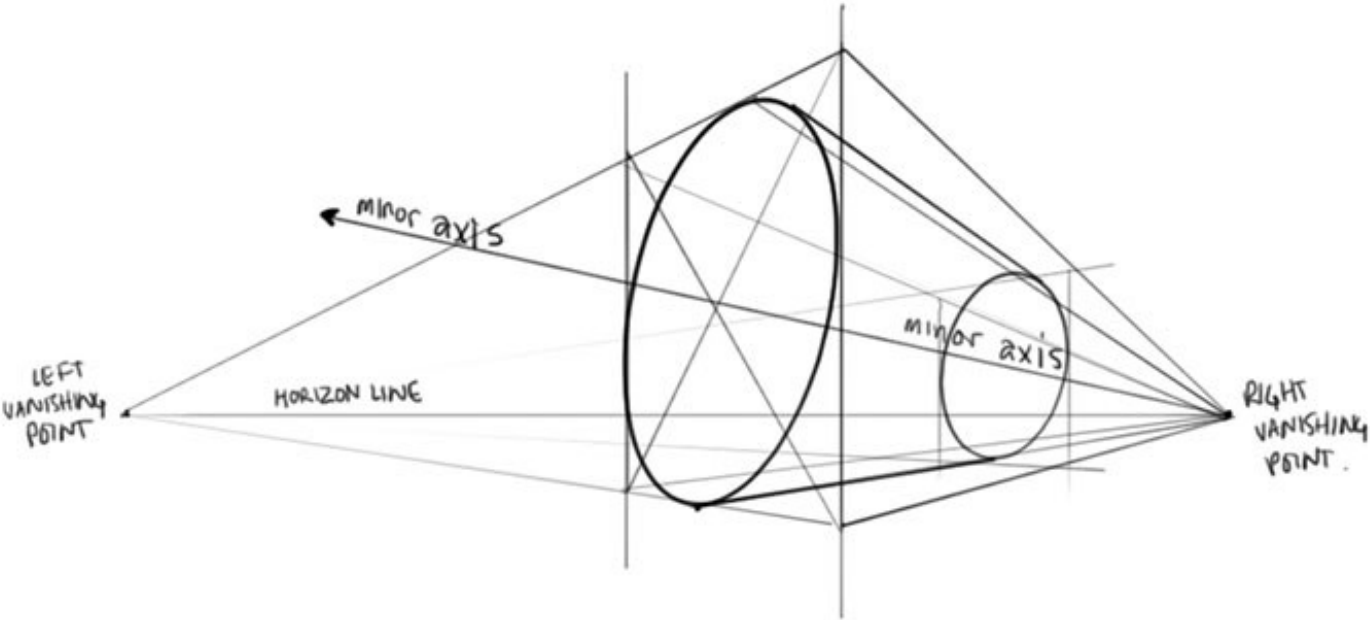
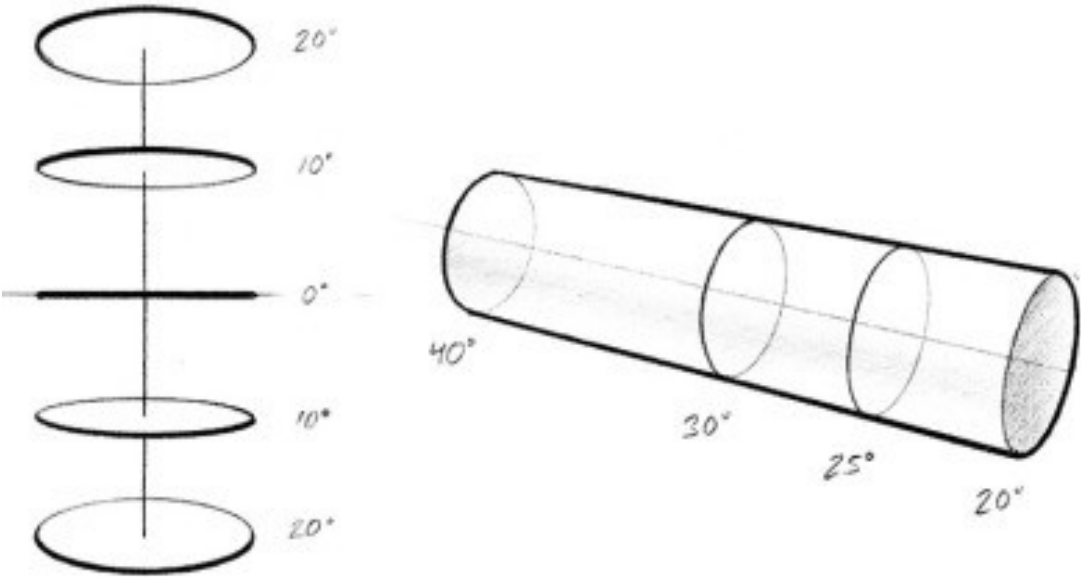
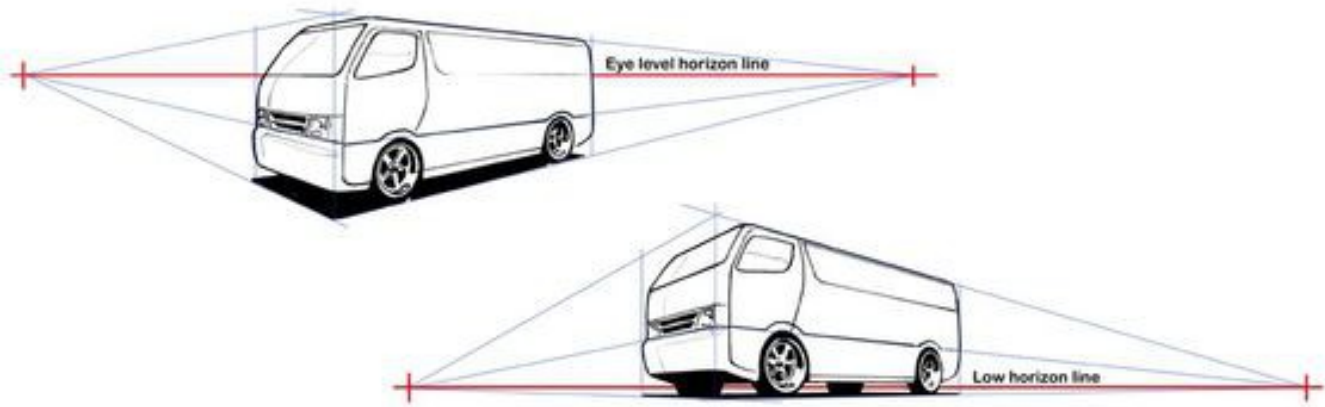
1	2	3	4	5
20%	20%	20%	20%	20%

# Proportion: Orthographic views

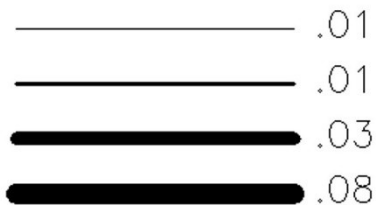
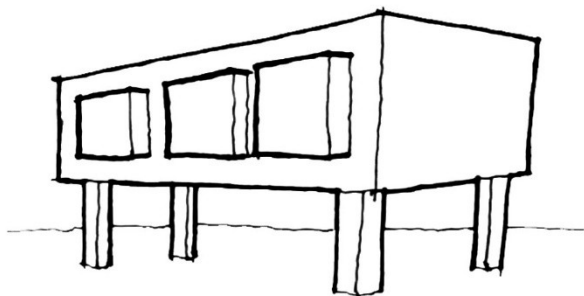
## Sedan Proportions



# Perspective



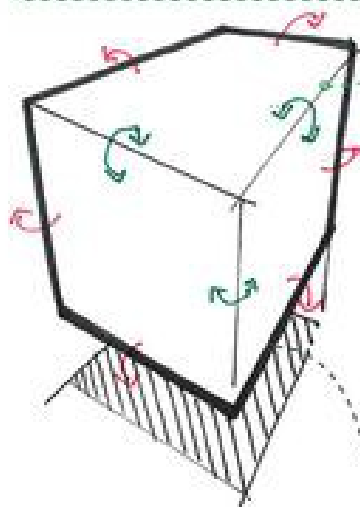
# LINEWEIGHT



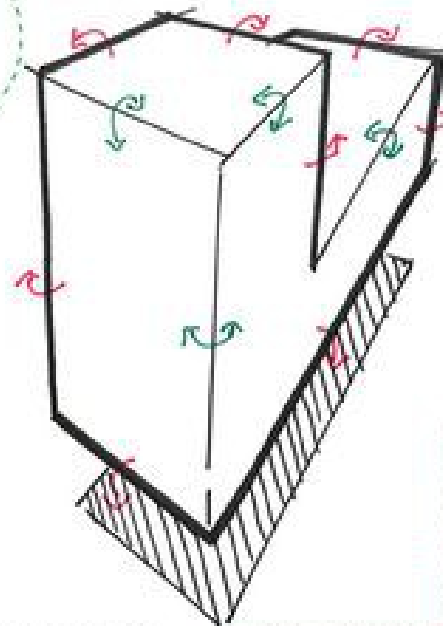
**SKETCH LINE WEIGHTS:** Varying line weights (thicknesses) makes sketches more dynamic, cleans them up and helps better communicate surface transitions. Use these rules and tips to tighten up your sketches.

## 1. CLOSED OBJECT

Whenever atleast two surfaces come together to make a line, keep the line weight thin.

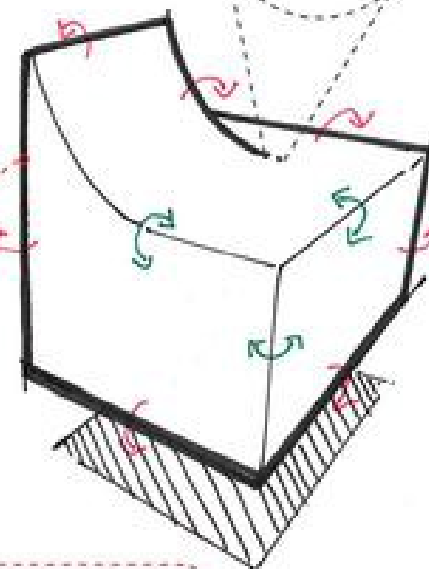


## 2. HARD TRANSITION



## 3. SOFT TRANSITION

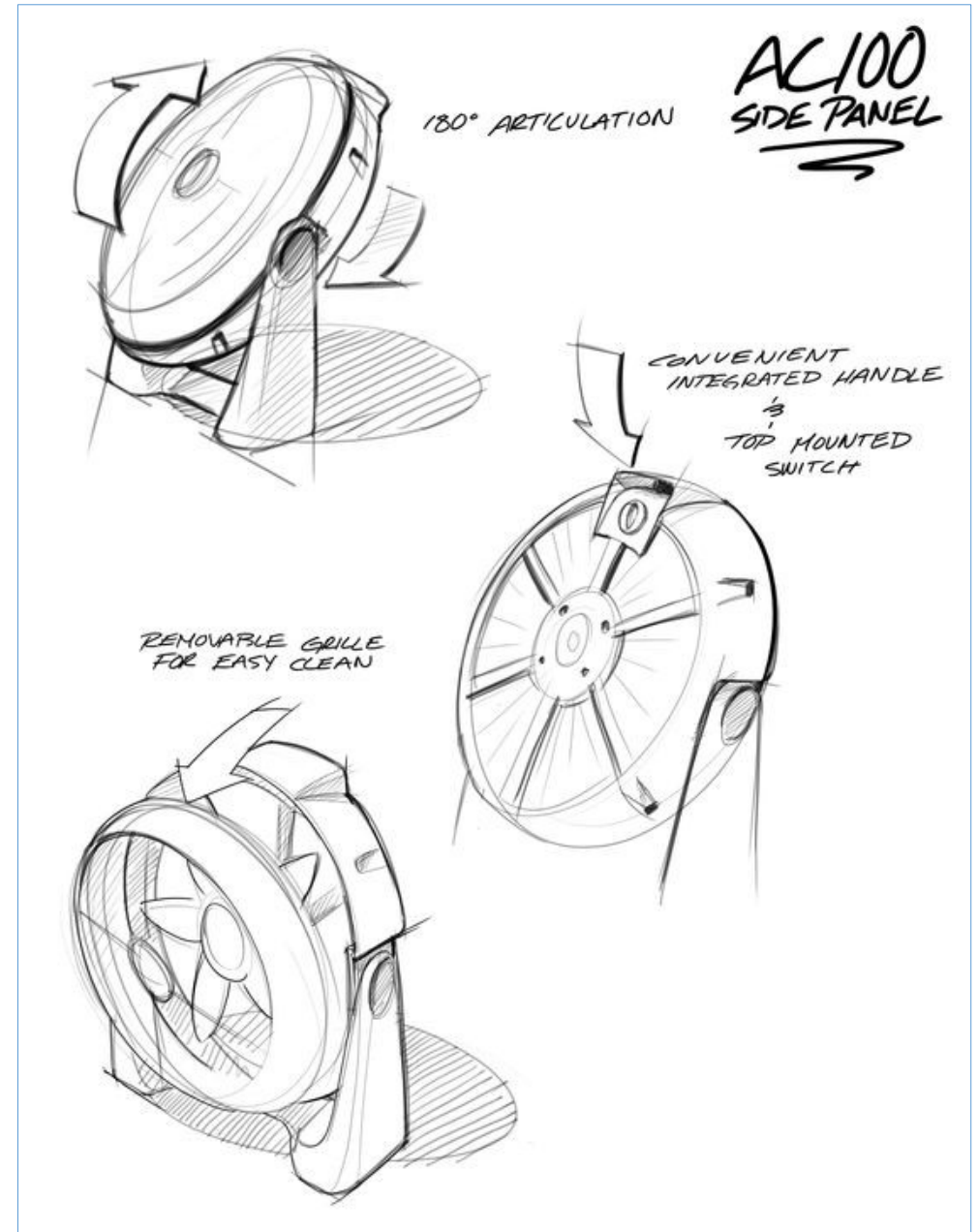
When surfaces transition into eachother, and thick line with a dot.



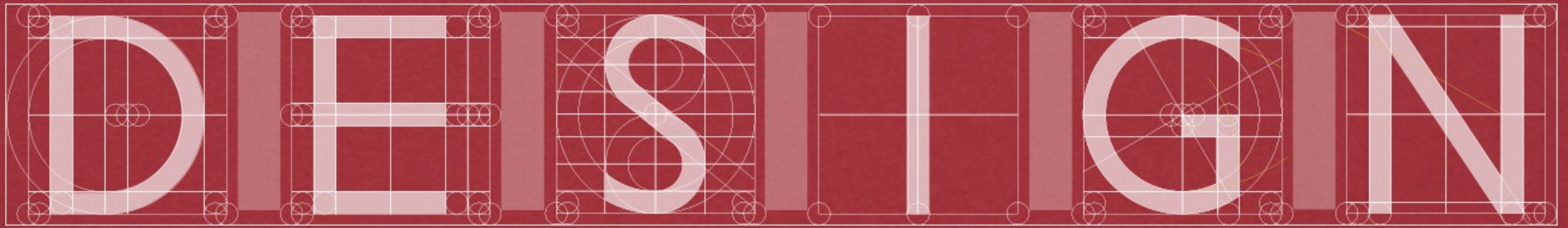
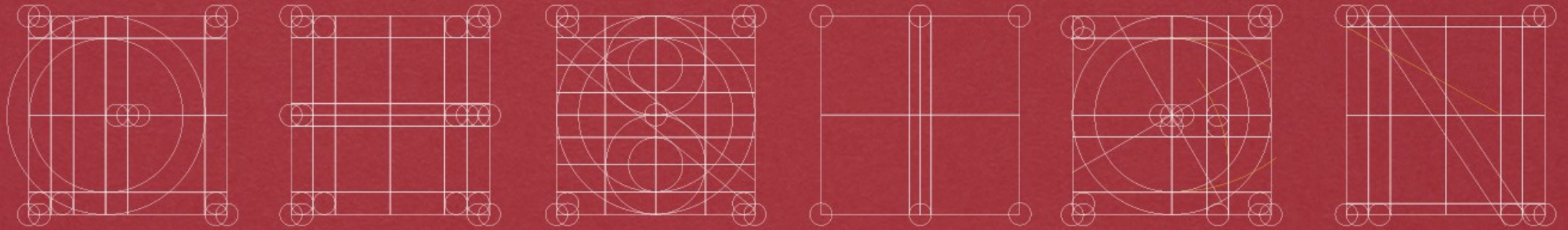
Thick lines on the bottom of objects are call "Gravity Lines". Make them extra thick.

Whenever there is a line where you can only see one surface (and not the one that it connects to) keep your lines thick.

# Page Layout



# Page Layout: Typography



## Elements of Design

- Line
- Shape/Form
- Space
- Tone/Value
- Colour
- Texture

## Principles of Design

- Balance
- Scale/proportion
- Emphasis/focal point
- Illusion of motion/movement
- Rhythm
- Unity and harmony
- Variety
- Pattern



FACULTY OF ART, DESIGN AND ARCHITECTURE  
INDUSTRIAL DESIGN

**MODULE: Industrial Design Drawing 1**  
**LEARNING UNIT: Freehand lines**  
**BRIEF: Proportion - Perspective - Line - Page layout**  
**DATE: 22 September 2017**

**Exercise: Harmonica**

You are required to draw the wind instrument **Harmonica** (reference provided);

**Deliverables:**

- 1x A2 (see reference) including:

**Orthographic view** (front, top, side) where you will identify the proportions of the object and the rectangle.

Object in **3 point perspective with a hand** (see reference), with the accurate proportions.

**Title of the project & (Name - Student Number – Date).**

**The focus of this project is to exercise lines. The following requirements will be marked:**

- Proportions: Accurate relations of the object in the orthographic view and the
- Perspective: 3 point perspective / Ellipses
- Line: Accuracy / Line weight / Straight lines
- Page layout: Composition / Title / (Name - Student Number – Date)

**Notes:**

- Each view needs to be drawn using the same scale, and the proportions need to be consistent.
- Basic hidden detail will be required to construct the overall shape, but extensive hidden detail is not necessary.
- Horizon lines and vanishing points need to be shown in a fine line weight.
- Use contour lines to define the volume.
- Use different line weights for construction (fine lines), inside lines (medium lines), and outline (bold lines).
- Avoid hatching and shadows.



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