

ART 1311: DESIGN I

9-10.50am Monday, Wednesday, Friday | January 20-May 15, 2015 | Room FAB 108 & BAB 302, SRSU
Avram Dumitrescu adumitrescu@sulross.edu 432-837-8380 Office: FAB 07
Office Hours: MW: 11am-12.30pm TR: 3.15-4.15pm F: 11am-12pm and by appointment

Course Introduction

This course will introduce you to the fundamental principles and elements of two-dimensional design. Through class exercises and projects, you will use a combination of studio techniques and computer software to solve design problems and express visual ideas. The skills and concepts you will learn are important in all two-dimensional art forms—from painting, drawing and photography, to illustration, graphic design, and video-game design.

Learning Objectives

In this course, you will:

- Gain a basic understanding of the elements, principles, methods and materials of two-dimensional design
- Utilize this understanding to solve design challenges and express your visual ideas
- Practice using studio-art techniques and Adobe Illustrator and Photoshop to create and present images
- Become familiar with contemporary and historic approaches to design
- Develop your critical thinking, perceptual awareness and specialized art vocabulary as you analyze and critique your own work and the work of others

COURSE OVERVIEW

Studio/lab time will consist of lectures, discussions, hands-on exercises, and critiques. We will begin with the question: “What is design?” Then we will focus on the elements of design: line, shape, space, texture, value, and color. In the latter part of the course, we will synthesize these elements as we explore principles of design: figure/ground, pattern, repetition, variety, rhythm, balance, emphasis, economy, movement, proportion, and gestalt. Throughout the course, we will be guided by looking at historic and contemporary examples.

Grading and Evaluation

You will be graded on in-class exercises, attendance and participation in discussions and critiques, quizzes on terminology and readings, homework projects, a sketchbook, and a final exam, in which you will present your final project to the class for critique. All assignments will be evaluated for concept, execution, presentation, and craftsmanship.

Your final grade will consist of:

- In-class exercises and projects: 40%
- Attendance and participation: 15%
- Quizzes: 10%
- Sketchbook: 10%
- Final project and exam: 25%

In-class exercises and projects will be graded according to the following scale:

- 100% - *Exceptional. Gone beyond what is required of the project, and produced excellent work*
- 80% - *Good. Does what is needed of the project.*
- 60% - *Mediocre. Completed project with minimal effort.*
- 0% - *Not submitted, or completed incorrectly.*

Please note that no extra-credit projects will be offered, so it is in your interest to submit work by the deadline.

Materials and Text

- Sketchbook for thumbnail sketches
- A blade of some kind, e.g. a small box-cutter or an X-acto knife
- Cork backed metal ruler. 18" is ideal
- Black and white matting card. Two sheets of each (more may need to be purchased)
- At least two HB pencils
- Jump drive (at least 4GB)
- Elmer's Glue
- Blades for mat cutters (details to follow)
- Several paintbrushes
- Red, blue, yellow, and white acrylic paint
- *Additional supplies may be needed and will be announced in class*

No textbook is required for this course but a jump-drive is essential for saving your work. **You are expected to back up your projects to another location**, such as at a free service like www.dropbox.com or www.google.com/drive. Not submitting a project because you lost your jump-drive or some other technical difficulty will not be accepted as an excuse and will earn you a zero for that project.

Software Availability

Besides access to the software in classroom, you can find Photoshop and Illustrator in the library on the second floor, in FAB 207, and the ACR computer labs. A fully-working 30-day trial version of Photoshop and Illustrator can be downloaded from Adobe onto your personal computer. Visit www.adobe.com for more details.

Rules and expectations

Attendance is **compulsory**. If you must miss a class for a school-related activity, the absence must be discussed (and arrangements made regarding coursework) **prior to the absence**. If you must miss a class for an emergency or illness, please contact me **by email or phone as soon as possible**. Nine (9) absences result in you being dropped from the course with a grade of "F" as per Sul Ross State University policy. Eight (8) unexcused absences will result in a zero for your attendance and participation grade. Arriving to class **on time** is also essential – **arriving late more than two times will be counted as one absence**. **Lateness is defined as 15-minutes after the start of class**. **Leaving before class ends will result in you being marked absent**.

Below is a guide to how much each absence impacts your attendance and participation grade:

- | | |
|---------------------------------------|--|
| • One (1) unexcused absence: - 10% | • Six (6) unexcused absences: - 60% |
| • Two (2) unexcused absences: - 20% | • Seven (7) unexcused absences: - 70% |
| • Three (3) unexcused absences: - 30% | • Eight (8) unexcused absences: - 100% |
| • Four (4) unexcused absences: - 40% | • Nine (9) unexcused absences: FAIL |
| • Five (5) unexcused absences: - 50% | |

Unauthorized use of a cell phone in class, lack of respect for another student or the professor, wearing earphones or earbuds in class outside of project time, and any other behavior I consider disruptive to the class will result in you being marked absent for that day in class.

Late work will not be accepted. Work cannot be resubmitted.

Plagiarizing, cheating, or any other dishonest behavior in the classroom will not be tolerated. Rules and regulations regarding plagiarism, dishonesty, and other issues concerning classroom participation can be found in University Rules and Regulations and Student Handbook. This course will abide by these established policies. A student found to be engaging in these activities will be penalized to the full extent of Sul Ross State University policy.

ADA Needs

It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If a student would like to request such accommodations because of a physical, mental, or learning disability, please contact the ADA Coordinator in Ferguson Hall, room 112 or call (432) 837-8691. Please relate all requests for special accommodations to the instructor by the third class period.

Please note that this syllabus is subject to change.

Course Schedule

WEEK ONE: JANUARY 21 – 23

- W 21 Class overview and syllabus review.
Meet next class in BAB 303.
- F 23 Video: *What is Design?*
Introduction to Criticism.
Homework: Create a PowerPoint presentation with three examples of good/bad design. One excellent resource is <http://www.creativereview.co.uk/cr-blog>. Feel free to include more than three slides.

WEEK TWO: JANUARY 26 – 30

- M 26 Good and bad design presentations.
Homework: Bring sketchbook cover materials to next class.
Homework: Point, line, and shape photos.
Meet next class in FAB 108.
- W 28 Point, line and shape.
Project #1: Work on your sketchbook cover.
Meet next class in BAB 303.
- F 30 **Present point, line and shape photos.**
Continue working on your sketchbook cover.
Homework: Bring images cut from magazines measuring the following sizes in inches: 3x5, 4x4, 2x7.
Meet next class in FAB 108.

WEEK THREE: FEBRUARY 2 – 6

- M 2 ---Sketchbook cover due today---
Matting presentation.
Project #2: Matt three images (3x5, 4x4, 2x7).
- W 4 **Color presentation**
Project #3: Color wheel and value strip.
- F 6 Continue working on your color wheel, color words and value strip.
Meet next class in BAB 303.

WEEK FOUR: FEBRUARY 9 – 13

- M 9 ---Projects #2-3 due today---
Adobe Illustrator crash course.
Project #4: Movement exercise.
- W 11 Project #5: Figure/ground exercise.
Meet next class in FAB 108.
- F 13 Matt projects #4-5 in FAB 108.
Meet next class in BAB 303.

WEEK FIVE: **FEBRUARY 16 – 20**

- M 16** ---**Projects #2, 4, and 5 due today**---
Project #6: Rhythm
Project #7: Balance
- W 18** Continue working on projects #6-7
- F 20** Continue working on projects #6-7
Prepare for VOCABULARY QUIZ #1 on elements of design next class.

WEEK SIX: **FEBRUARY 23 – 27**

- M 23** VOCABULARY QUIZ #1.
---**Projects #6-7 due today**---
Project #8: Symmetry and Asymmetry.
- W 25** Continue working on project #8
Meet next class in FAB 108.
- F 27** Matt project #8 in FAB 108.

WEEK SEVEN: **MARCH 2 – 6**

- M 2** ---**Project #8 due today**---
Project #9: Scale and Proportion
- W 4** Project #10: Texture
- F 6** Continue working on projects #9-10

WEEK EIGHT: **MARCH 9 – 13**

- M 9** ---**Projects #9-10 due today**---
Project #11: Gestalt
- W 11** Continue working on project #11.
- F 13** Continue working on project #11.

*Spring Break: **March 16 – 20***

WEEK NINE: **MARCH 23 – 27**

- M 23** ---**Project #11 due today**---
Project #12: Form Interrelationships
- W 25** Continue working on project #12.
- F 27** Continue working on project #12.

WEEK TEN: **MARCH 30 – APRIL 3**

- M 30** ---**Project #12 due today**---
Project #13: Pattern
- W 1** Continue working on project #13.
- F 3** Continue working on project #13.
Prepare for VOCABULARY QUIZ #2 next class.

WEEK ELEVEN: **APRIL 6 – 10**

- M 6** VOCABULARY QUIZ #2
---**Project #13 due today**---
Project #14: Representational form
- W 8** Continue working on project #14.
- F 10** Continue working on project #14.

WEEK TWELVE: **APRIL 13 – 17**

- M 13** ---Project #14 due today---
Project #15: Representational form II.
- W 15** Continue working on project #15.
- F 17** Continue working on project #15.

WEEK THIRTEEN: **APRIL 20 – 24**

- M 20** ---Project #15 due today---
Library research trip.
Prepare for VOCABULARY QUIZ #3 next class.
- W 22** VOCABULARY QUIZ #3
Project #16: Zodiac design.
- F 24** Continue working on project #16.

WEEK FOURTEEN: **APRIL 27 – MAY 1**

- M 27** Continue working on project #16.
- W 29** ---Project #16 due today---
Work on your final project.
- F 1** Work on your final project.

WEEK FIFTEEN: **MAY 4 – 6**

- M 4** Work on your final project.
- W 6** Work on your final project.
Final project by 10pm, May 9.

WEEK SIXTEEN: **MAY 11 – 14**

- M 11** EXAM WEEK. Give your 10-slide presentation to the class at **10am**, on **Monday, May 11**.