

ART 1020 Design Foundation I: 2D (2:4)

COURSE DESCRIPTION

Exploration of the basic elements and principles of design as they relate to two-dimensional projects. Introduction to color theory and color psychology, and their application in two-dimensional work. General overview of communication design history for the period 1850-1900.

PREREQUISITES

None. Recommend taking Drawing I concurrently.

REQUIRED TEXTBOOKS

Art Fundamentals: Theory and Practice
9th Ed. Ocvirk, Stinson, Wigg, Bone, Cayton. ISBN 0-07-240700-X

COURSE CONTENT

See Course Description, above.

COURSE OBJECTIVES

Students will:

1. Identify and define the basic elements of design
2. Demonstrate the ability to apply the elements of design in basic two-dimensional projects
3. Identify and define the basic principles of design
4. Demonstrate the ability to apply the principles of design in basic two-dimensional projects
5. Identify and define color theory terminology
6. Demonstrate an understanding of the basics of color theory and their applications in basic two-dimensional projects
7. Demonstrate an understanding of the basics of color psychology, color trends and cultural sensitivity and their applications in basic two-dimensional projects
8. Identify and demonstrate proper use of common design tools, such as: x-acto knife, ruler t-square, triangles, pens, pencils and color wheel, etc.
9. Demonstrate a high level of craftsmanship and attention to detail

COURSE STRUCTURE

Class will meet two times weekly for combined lecture and studio sessions. Each three-hour meeting will be divided into one hour of lecture and two hours of studio work time. Student will be required to work outside of class time.

STUDENT EVALUATION

Grades will be assigned with the following point scale and corresponding letter grades:

| | | |
|----------|----------------------|--|
| 90-100 | superior work | = A |
| 80- 89.9 | good work | = B |
| 70- 79.9 | average work | = C |
| 60-69.9 | poor work | = D (a grade of "D" or lower in any art class will not count |
| 0-59.9 | failing work | = F for credit toward any SOVA major) |

Projects and tests are graded using the following percentage breakdown of total points:

| | | |
|---------------------------|--|---------|
| 70% - Projects | average of project grades x .70 | = _____ |
| 10% - Test One | test one grade x .10 | = _____ |
| 10% - Test Two | test two grade x .10 | = _____ |
| 10% - Final Exam | final exam grade x .10 | = _____ |
| 100% - Final Course Grade | add totals for final grade | = _____ |

ART 1020 Design Foundation I: 2D

STUDENT EVALUATION

Final semester grades will be affected by attendance as listed in the Attendance Policy. Exams will be given covering the material presented in lecture. Missed exams cannot be retaken. All projects are due at the beginning of class on the day and time given. No late projects will be accepted for grading. You are responsible for turning in your work on time regardless of attendance.

ATTENDANCE POLICY

Attendance is required at all class meetings. Roll will be taken at every class. You will be considered late if you arrive to class after roll has been called. If you are late, it is your responsibility during the class period to see that the instructor has added you to the roll for that day. You will also be considered late if you leave early from or do not participate in studio work time. If the instructor notes that no work is being done in studio work time you will be considered absent for the whole class period that day.

You will receive two free tardies for the semester. Beyond that, every three tardies will equal one unexcused absence. Only two unexcused absences will be allowed. The third unexcused absence will lower your final semester grade by one letter grade. The fourth unexcused absence will lower your final semester grade by two letter grades. The fifth unexcused absence will lower your final semester grade by three letter grades and so on. A total of seven absences, excused or unexcused, will result in a final grade of "F" for the semester.

There are no excused absences for anything other than a verifiable death in your immediate family or with a doctor's note on their stationery, including doctor's telephone number. A receipt is unacceptable. The note must be presented at the next class meeting in order to be accepted.

If you are absent, it is your responsibility to contact a class member to get any information or assignments that you missed. The instructor will not repeat missed lectures or assignments.

Do not call the main office to leave messages that you are late or absent. Never leave a project or assignment with anyone in the main office. The office cannot accept projects for professors.

CLASSROOM POLICY

In order to create a more professional and efficient working environment a few simple rules must be followed:

- 1. No food or drink is allowed in the classroom.
- 2. All cellular phones must be turned off during class meeting times, students answering or making calls in class will receive a 10% final grade reduction – no exceptions! You may leave the room to take emergency calls only (for example, a sick child).

AMERICAN DISABILITIES ACT

Disabilities Accommodation
Please notify the instructor if you have a disability that requires accommodation. It is also recommended that you register with the Grad University Office of Disability Accommodation, University Union, Room 318. The School of Visual Arts Policy on Accommodation is available upon request in the main office, Art Building, Room 107. Further questions and problems regarding accommodation may be addressed to Ms. Jane Doe, the School Accommodation Liaison, Art Building, Room 111.

COURSE RISK FACTOR

This course has a Risk Rating of Level 2.
Courses in which students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to X-acto knife usage, adhesives and fumes.

CENTER FOR STUDENT RIGHTS & RESPONSIBILITIES

www.gradu.edu/csrr

ART 1020 Design Foundation I: 2D

PLAGIARISM

Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's own name to the result constitutes plagiarism. Plagiarism will result in immediate failure of the class and may result in expulsion from the university.

DISCIPLINARY PROCEDURES

Disciplinary Probation, Suspension from the University, Expulsion (permanent), or Revocation of Degree (see student guidebook).

PLEASE NOTE

The faculty reserves the right to alter the syllabus during the course of the semester, with or without notice.

STUDENT ACKNOWLEDGEMENT

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I _____, acknowledge that I have read and fully understand the terms and conditions of this class as set forth in this Course Syllabus, which has been provided to me. I agree to abide by the syllabus and its provisions. I understand the course has a Risk Rating of Level 2. Signing this syllabus signifies that you understand the content and will comply with it.

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ART 1030 Design Foundation II: 3D (2:4)

COURSE DESCRIPTION

Exploration of the basic elements and principles of design as they relate to three-dimensional projects. Continued development of understanding of color theory. Introduction to the Gestalt principles, creative methodologies for problem solving and basic presentation and critique skills. General overview of communication design history for the period 1890-1905.

PREREQUISITES

ART 1020 Design Foundation I: 2D, recommend taking Drawing II concurrently.

REQUIRED TEXTBOOKS

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COURSE CONTENT

See Course Description, above.

COURSE OBJECTIVES

Students will:

1. Identify and define the basic elements of design as they relate to three-dimensional form
2. Identify and define the basic principles of design as they relate to three-dimensional form
3. Identify and define more advanced color theory terminology
4. Demonstrate the ability to apply the elements of design in more complex three-dimensional projects
5. Demonstrate the ability to apply the principles of design in more complex three-dimensional projects
6. Demonstrate the ability to apply color theory in more complex three-dimensional projects
7. Identify and define the Gestalt grouping principles
8. Demonstrate the ability to apply the Gestalt grouping principles in two and three-dimensional projects
9. Demonstrate the use of creative methodologies for problem solving at an introductory level
10. Demonstrate basic presentation and critique skills
11. Demonstrate advanced skill in the use of common design tools, such as: x-acto knife, ruler t-square, triangles, pens, pencils and color wheel, etc.
12. Demonstrate a high level of craftsmanship and attention to detail

COURSE STRUCTURE

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