

Art 101-01 / 2D Design

Fall, 2018

JinMan Jo, Associate Professor

Monday/Wednesday, 2:00PM-3:50PM

Office Hours: 10:00AM-10:30AM/ 4:00-5:00PM, M/W or by Appointment. (NFAC 222)

E-Mail: jjo@uwsp.edu

Phone #: 715-346-2271

COURSE SYLLABUS

COURSE DESCRIPTION: At every level and with any medium, to design is to organize and to order. The end goal can be to express a mood, to communicate a concept, to simply be visually pleasing, or a combination of these qualities. Art 101 Beginning Design explores the basic principles and theories underlying all design through hands-on studio practice in design projects and experimental investigations, as well as presentations, demonstrations, and critiques.

PREREQUISITE: None. This course assumes no previous drawing or design experience, and will accommodate students of varying skill levels.

LEARNING OUTCOMES: Students will:

1. Become more aesthetically sensitive to the world around them.
2. Increase their awareness of the role that design plays in their lives.
3. Gain an understanding of 2D design concepts and principles and be able to apply them in their work
4. Obtain the ability to verbally express an understanding of these concepts.
5. Learn to analyze these concepts in their work, and in the work of others.
6. Develop the fundamental skills of craftsmanship
7. Understand and utilize various approaches to creative problem solving

COURSE STRUCTURE AND CONTENT: This course will balance hands-on exercises and projects with presentations and critiques. Nearly all of the work will be non-objective (without representing a person, place or thing in the natural world) and achromatic (using only blacks, whites, and grays).

We will first explore the basic building blocks ("elements") of design:

- Line, shape, texture, value, form (or space), and color.

These elements are then used to study the organizational principles of:

- Unity (a.k.a. Harmony), variety, balance, emphasis (a.k.a. dominance), movement (& Rhythm)

CLASS PROCEDURE: Most meetings will begin with an introduction of concepts by means of a short presentation, discussion, and/or demonstration. After the introduction of a new topic, the class will be given an assignment that will be started in class, and completed outside of class.

CLASS POLICIES

ATTENDANCE: Because most of the learning in this class takes place during class time, students are expected to attend **all** classes. Students should notify the instructor via email beforehand if a class will be missed. Any absence will be considered unexcused without a doctor's note or similar proof of absolutely unavoidable absence.

Four unexcused absences will result in lowering a student's grade by a single letter grade (i.e. from an A to a B). **Each additional** missed class will result in the student's grade being lowered by an additional letter grade. **Seven** absences, excused or unexcused, will result in an automatic failure for the course.

Students who arrive late or leave early will be marked as "late". Three "lates" equals one absence. Missing more than 15 minutes of a class constitutes an absence.

It is the responsibility of the student to inquire about missed material with a classmate or with me during office hours, to check "Moodle" (see below) for posted content, and to make up any assignments missed during an absence.

"MOODLE": Moodle (modular object-oriented dynamic learning environment) is the course management system provided by UWSP. All students will be automatically entered into the Moodle page for the course. In addition to the hardcopy handouts given to students, all handouts will also be posted on Moodle. Keep in mind, however, that any technological glitch or delay in posting for any reason is not an excuse for late or missing assignments.

OFFICE HOURS: Students with questions, concerns, or those who need additional help understanding concepts may see me during my office hours (listed on the top of the first page of this syllabus).

HOMEWORK: Seven projects will be assigned in the course. Each project will be begun in class and completed outside of class for homework. The successful completion of the projects requires a minimum of six hours working outside of class per week. However, this amount will vary depending on the degree to which the student applies him or herself during in-class work-time. Homework will be reviewed in both individual and in-class critiques.

HOMEWORK POLICIES:

- All homework must be done at the **beginning** of the class period on the day due. Work not completed at the beginning of class will be counted as late.
- Late homework assignments will result in the loss of 8 points (on a 100-point scale), and 8 points for each additional class meeting it is not turned in.
- **Work not received within two weeks after the due date will not be accepted.**
- Work that was turned in **on time** may be re-worked (or redone) for the possibility of a better grade within two weeks of the date the assignment was due. Work must show significant improvement for the grade to change.
- **All homework and class work must have your name and class title clearly printed on the back, lower right corner.**
- **Students MUST keep all homework and class work for the semester. Lost or missing assignments will be counted as not completed.**

CRITIQUES: A critique is a constructive discussion of works of art by one's peers under the direction of the instructor. The purpose of the critique is to pinpoint both positive aspects and problem areas in a work of art with the goal of learning, understanding concepts, and improving the artwork. All homework, and some in-class work, will be critiqued as a group.

The constructive criticism of the critique is one of the most valuable tools for artistic growth. Because of this, participation in critiques by everyone is crucial. All students must have work ready to be critiqued on the day it is due, and must participate in a meaningful way. Failure to do either of these things will negatively affect the student's grade.

Quizzes: Two quizzes will be given to evaluate the students understanding of course concepts and terminology. The total of the two quizzes will count as 10% of the final grade for the course.

FINAL GRADES: Grades are determined in the following percentages:

1. 80% quality and completion of in-class/homework projects
2. 10% Quizzes and tests
3. 10% class participation, work ethic, and attitude
4. Attendance (deducted from above percentages)

Grading is based on a number of factors including:

- Overall Quality and completion of the work
- Craftsmanship (Craft)*
- Dedication to the work and demonstrated understanding of the concepts
- The degree to which the student responds to feedback and to the ideas presented in class
- Level of personal growth
- Inventiveness, experimentation, and amount of challenge undertaken in the work
- Engagement in class discussions and critiques

* Definition: **Craftsmanship (Craft):** Aptitude, skill or manual dexterity in the use of tools and materials.

Poor craft reduces the designer's ability to communicate, and negatively affects the viewer's experience of the work. For these reasons, the highest level of craft is essential for this course.

GRADING SCALE: Each project and quiz will be graded using a 100-point scale. Below are the letter grade equivalents:

A	93-100 pts.	C+	77-79 pts.
A-	90-92 pts.	C-	70-72 pts.
B+	87-89 pts.	D+	67-69 pts.
B	83-86 pts.	D	63-66 pts.
B-	80-82 pts.	D-	60-62 pts.
C	73-76 pts.	F	59 and below

A/A-	Outstanding work in originality, craft, and execution. Work demonstrates a strong understanding of the concepts.
B/B-	Good. Understanding of concepts, execution, or both need improvement.
C/C-	Fair, but in need of obvious improvement
D	Performance below standards
F	Work not completed, or well below standards

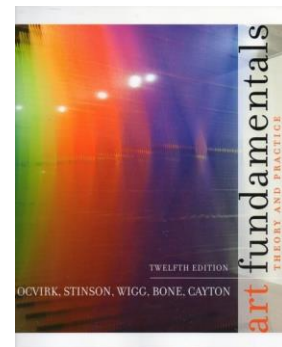
PORTFOLIO REVIEW: Portfolios will be collected and reviewed during the final week of class. All class-work and homework **MUST** be kept for the duration of the class.

CLASSROOM CONDUCT:

- Cell phones may not be out at any time during class, and may only be used during class breaks.
- The studio must be kept neat and safe at all times.
- **Students must clean up and return everything to their proper place at the end of each class period.**
- Personal music devices are allowed during in-class work periods **only**. This privilege may be taken away at any time if the following rules are not kept:
 - Music must be kept low enough that you can hear what is going on around you.
 - Ear buds must be completely removed during all critiques, lectures, etc.
- Please be considerate to those around you by keeping your voice low when talking with others.
- Desks must **ALWAYS** be protected by a self-healing mat when cutting!
- Desks must always be cleaned of marks, glue, etc. at the end of each class period.

HANDOUTS: Students **MUST** keep all handouts and returned grade sheets for the duration of the class.

RECOMMENDED TEXT: *Art Fundamentals: Theory and Practice*, Twelfth Edition (suggested),
 Ocvirk, Stinson, Wigg, Bone, Cayton,
 McGraw Hill Higher Education
 ISBN-10: 0073379271
 ISBN-13: 978-0073379272
 New: \$140
 Used: ?
 E-Textbook: \$66.25
 From library, but the book cannot leave the library: Free!



MATERIALS LIST

IMPORTANT: All materials below (aside from the exception listed on the bottom of the page) must be purchased before the next class meeting.

REQUIRED MATERIALS:

- Acrylic Paints: the UWSP bookstore carries two brands of acrylic paint: M. Graham and Sargent. Price and quality differs, but you may choose to purchase **either brand**. Please note: If you purchase Sargent, please plan on painting at least two coats of paint for full coverage.

Choose one column only

"M. Graham" Brand (Best quality- approximately \$36.20)	"Sargent" Brand (Lesser quality- approximately \$12.00)
• Quinacridone Rose	• Primary Magenta
• Cadmium Red Light	• Cadmium Red Hue
• Ultramarine Blue	• Deep Ultramarine Blue
• Phthalocyanine Blue	• Phthalocyanine Blue
• Cadmium Yellow Light	• Lemon Yellow Cadmium
• Mars Black	• Mars Black

- Acrylic Paint: 1 tube M. Graham brand titanium white (cost for white is approximately \$4.25)
- 24" metal ruler (preferably with cork backing)
- 1 roll Scotch brand low Tack artist tape
- Pad of drawing/sketch paper 12"x18" or larger
- Tracing Paper Pad white, 14"x17" (preferred), or 11"x14"
- Standard size X-Acto knife
- X-Acto knife #11 replacement blades- 5 pack
- 4H drawing pencil
- 1 Staedtler Mars white plastic eraser
- Assorted brushes: synthetic brushes work best for acrylics:
(best option) Art Advantage brush set (Blue brushes with butterflies on front)

OR

- (at least) 1 small detail round #1 or 2, and #4 flat (long flat, not the short flat "bright")
- 1 mixing knife/ palette knife (can be plastic)
- Palette for mixing – 12" x 16" disposable pad
- (At least) 1 "Zig" brand pen (you will need to purchase another if the first one runs out)
- (At least) 1 "Tria" brand pen (you will need to purchase another if the first one runs out)
- Small bottle rubber cement
- Higgin's "Black Magic" ink, 1 oz bottle.
- Something to carry your supplies in (tackle box, "ArtBin" or other)
- Portfolio: 20" x 26" or larger (paper portfolio, vinyl, or cloth)
- Sketchbook or notepad for taking notes
- Large plastic bag for rain (ask for one at register when you purchase supplies)

SUGGESTED MATERIALS:

- Old magazines
- Paper towels
- Plastic cup or container for water (they have recycled cups for free at the bookstore)

TO PURCHASE LATER (DO NOT PURCHASE THESE UNTIL NEEDED):

2-3 sheets 15" x 20" sheets cold-pressed illustration board (#99)

PUT YOUR NAME ON EVERYTHING, INCLUDING THE PORTFOLIO AND TACKLE BOX!!!

Art Department Addendum to Syllabus

The following is provided to help you understand the goals of the class in relationship to university and art department goals and university aspirations.

Art Department Program Mission

The art department mission is to cultivate a unified atmosphere of learning in the undergraduate programs of visual art through aesthetic research activities and art-making, personalize learning and public service.

The program teaches theory, philosophy, and aesthetic awareness. Student and professional gallery exhibits contribute to the cultural environment of the campus and region.

The process of critical and creative thinking, skill building, and visual literacy are emphasized throughout the program.

Art Department Program Objectives

- Apply design elements and principles in the work for self-expression and communication.
- Develop and engage in written and verbal communication skills to articulate one's own artistic intentions and to evaluate the art of other artists.
- Develop technical abilities and a disciplined work ethic within the studio media that incorporates exploration and risk-taking into the process of transforming thought to form.

This objective of this course matches the program objectives of the art department.

The course also pursues these specific missions of the art department: emphasizing visual literacy, creative thinking, and skill building, as well as teaching aesthetic awareness.

HARASSMENT

Harassment of any kind is not tolerated in this campus community. If you feel you have been subjected to harassment, speak to a university faculty or staff member you feel you can trust. That person will help you find appropriate assistance for your circumstance.

2D DESIGN FALL COURSE OUTLINE

This course has been designed for approximately thirty-two class sessions. There are also no classes on November 21(Thanksgiving). The following schedule is tentative and may be altered to better suit the needs of the class.

Wednesday, September 5	Introduction to course, Design theory presentation Project #1 - LINE CHARACTER
Monday, September 10	Workday in class for Project #1
Wednesday, September 12	<u>Project 1 Due. Critique. Homework (self-collage)</u> Present Project 2. Line and Composition.
Monday, September 17	Workday in class for Project #2: <i>Line and Composition</i>
Wednesday, September 19	Workday in class for Project #2: <i>Line and Composition</i>
Monday, September 24	Workday in class for Project #2: <i>Line and Composition</i>
Wednesday, September 26	Workday in class for Project #2: <i>Line and Composition</i>
Monday, October 1	<u>Project 2 Due. Critique</u> Present Project 3: <i>Motif, Pattern</i>
Wednesday, October 3	Bring to class 10 shapes (Homework) Workday in class for Project 3: <i>Motif, Pattern</i>
Monday, October 8	Workday in class for Project 3: <i>Motif, Pattern</i>
Wednesday, October 10	Workday in class for Project 3: <i>Motif, Pattern</i>
Monday, October 15	<u>Project 3 Due. Critique</u> Present Project 4: <i>Expanding Shapes</i>
Wednesday, October 17	Bring to class 5 Sketches Workday in class on project 4: <i>Expanding Shapes</i>
Monday, October 22	Work day in class on project 4: <i>Expanding Shapes</i>
Wednesday, October 24	<u>Project 4 DUE. Critique.</u> Present Project 5: <i>Value</i>
Monday, October 29	Work day in class on project 5: <i>Value</i>
Wednesday, October 31	<u>MIDTERM QUIZ.</u> Workday in class on project 5: <i>Value</i>

Monday, November 5	Workday in class on project 5: <i>Value</i>
Wednesday, November 7	<u>Project 5 Due. Critique</u> Present project 6: <i>Color Wheel</i>
Monday, November 12	Workday in class on project 6: <i>Color Wheel</i>
Wednesday, November 14	Workday in class on project 6: <i>Color Wheel</i>
Monday, November 19	<u>Project 6 DUE. Critique</u> Present project 7: <i>TEMPERATURE, SATURATION, AND VALUE CONTRAST</i>
Wednesday, November 21	No Class (Thanksgiving)
Monday, November 26	Work day in class on project 7: <i>TEMPERATURE, SATURATION, AND VALUE CONTRAST</i>
Wednesday, November 28	Work day in class on project 7: <i>TEMPERATURE, SATURATION, AND VALUE CONTRAST</i>
Monday, December 3	<u>Project 7 DUE. Critique</u> Present project 8: <i>Depth, Texture</i>
Wednesday, December 5	Work day in class on project 8: <i>Depth, Texture</i>
Monday, December 10	Work day in class on project 8: <i>Depth, Texture</i>
Wednesday, December 12	<u>Project 8 DUE. Critique.</u> <u>MANDATORY CLEAN UP</u>
Monday, December 17 (2:45pm-4:45pm)	Final Quiz. Portfolio Review Portfolio Return