

LINN-BENTON COMMUNITY COLLEGE

DEPARTMENT OF ART

ART 115: BASIC DESIGN; Composition and Color

Spring Term 2015

Professor; Dori Litzer

Credits: 4

Classroom: SSH-209

Office Hour: MW 10-11:00AM, R 3:00-4:00PM or by appointment

Office: SSH-111

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COURSE CONTENT: This course will introduce students to the **Elements and Principles** of visual design. Emphasis on **abstract** two-dimensional form is a major component of study. Students will learn to articulate visual ideas in two-dimensional form according to thoughtful and appropriate use of the Elements and Principles of Design. Emphasis will be placed on the application of concepts used to create successful visual communication.

Color as a design element will also be explored. Two courses, Art 115: Basic Design, and Art 116: Color, have been combined. This aligns with OSU as a Lower Division Transfer course for the AS degree in Art, Visual Communications. This class will serve students in Visual Arts as an elective credit for the AAOT degree.

COURSE OBJECTIVES: Course objectives include discovering, understanding, and applying elements and principles of design. Students will learn how to effectively present ideas visually while considering both form and content in a work of art. The application of line, shape, value, color, space and texture to enhance composition will be explored as well as concepts of style and quality in visual design. Students will develop a vocabulary that reinforces design concepts as a means to use and analyze visual imagery. Students will practice skills to improve application of design concepts, craftsmanship and presentation. Strengthening the ability to express ideas visually is a major component of this course.

Students will be evaluated on the following Course Outcomes;

Articulate verbally, visually, and in writing an understanding of the Elements and Principles of Design.

Articulate visually, verbally, and in writing, creative problem solving through guided completion of assignments relative to understanding visual design concepts.

Articulate verbally, visually and in writing appropriate vocabulary

COURSE REQUIREMENTS: Students are expected to work hard, pursue the enjoyment of the learning process, and be an active participant in all class activities. It is expected that each student will complete all assignments, homework, and the vocabulary exam, attend outings, and

be an active contributor to the class. Responsible students will discuss project ideas with other class members, ask and answer questions, take part in regular group critiques, make full use of class time, and participate in class activities including clean up.

Students must access course materials on Moodle. Please acquaint yourself with Moodle, via WebRunner.

There is no required text. Students will receive some handouts and are expected to take notes from presentations in their sketchbook. There are various texts that are excellent Design resources: [Launching the Imagination, A Comprehensive Guide to Basic Design](#), by Mary Stewart, [Design Basics](#), by David Lauer. The LBCC Library has a fine collection of learning materials in Art and Design. Students will benefit their study of design by accessing materials available to them, including the campus and area art galleries.

CRITIQUES, EXAMS: ART 115 utilizes group and individual critiques on a regular basis. This is done in the spirit of constructive criticism, the goal being to; 1) provide student artists/designers with feedback directed towards improving their work and 2) to encourage development of visual acuity and an art vocabulary. A final vocabulary exam will be given at the end of the term. Reading and/or writing assignments will be given in class to maximize various learning opportunities. Many of these assignments may not be made up if a student has missed the class.

PARTICIPATION, ATTENDANCE: Class attendance is mandatory. In a studio class, information must be obtained and **applied IN CLASS**. There will be group critiques and in class assignments given on a daily/weekly basis which may not be made up. Under normal circumstances: **More than three absences may result in the final grade being lowered by one letter grade.** More than six absences **may** result in a failing grade. **PARTICIPATION WILL BE FACTORED INTO THE FINAL GRADE.**

1) Be on time for class

2) Be present for the entire class period (a 15-20 min. break occurs midway during the class)

3) Tardy behavior* is recorded and impacts class performance and your grade. *Tardy behavior is defined as **any** missed time from the scheduled class. (Beginning, middle or end of the two hrs and fifty minutes of each class) 50 minutes of tardiness may be applied as one absence, with the final grade evaluation.

For any absence, the student is responsible for making up the work. If a student cannot attend class on a day that a homework assignment is due, submit it early or send it with a classmate on the due date. **All students are responsible for finding a person(s) within the class who will be willing to assist them with information regarding assignments and classes via phone or email.**

Moodle will assist with class information and grading.

The instructor will not write lengthy emails regarding missed information.

Moodle MAY assist you regarding missed class information.

On the **rare** occasion that a student is absent, late, or must leave early, please let me know ahead of time if possible. Class time is valuable. Please use it wisely.

GRADING: Grading is based on standard Art Department expectations. To receive a grade of A, B, or C in an art class, a student should attend all classes, turn in all projects and assignments, meet deadlines, and participate in classroom or studio discussions. Students who wish to receive above average grades must demonstrate commitment to process and attention to creating high quality results whether the work is written, drafted, or crafted.

A= excellent performance. One who fulfills all of the course requirements and performs at a level which is consistently visibly outstanding.

B= good performance. One who fulfills all of the course requirements and performs at a level measurable above average.

C= satisfactory performance. One who fulfills all of the course requirements and performs adequately. This is the standard of competence.

D= less than satisfactory performance. One who completes all the course requirements at a minimum level.

F= unsatisfactory performance. One who does not adequately complete all of the course requirements. F is a failing grade.

Your final grade is a representation of overall class performance. Grading considerations include: 1) Points accumulated for all assigned work, both in class and homework. 2) Participation, student responsibilities have been met. 3) Mastery of course content, creativity and craftsmanship (Achievement level in relation to class standards)

4) Effort and progress

Portfolio of all class work; 70% (a notebook/sketchbook is a part of the final portfolio) Final project; 10% ,Written exam 10%, Class participation 10-20%.

Individual projects are based upon standard letter grades, and employ the 12 point system. Criteria for point breakdown vary somewhat according to each project.Example of the 12 point system:

12 = A+, 11 = A, 10 = A-

9 = B+, 8 = B, 7 = B-

6 = C+, 5 = C, 4 = C-

3 = D+ , 2 = D, 1 = D-

ASSIGNMENTS: All work will be evaluated. Assignments will be graded and are to be completed for the specified due date. Missed assignments must be made up. **Late assignments generally will be lowered by one full grade up to one week late. After one week, the grade on late assignments drops two full grades. Assignments may not be accepted for credit after two weeks from the due date.** To be successful, please attend class and allow yourself time to concentrate on the work. Homework is an integral part of the class and will be assigned

each week. Typically, as an average, for every hour spent in class, the student should plan on spending a **minimum** of one-two hour of homework outside of class.

PORTFOLIOS: Keep all projects, name and date them. These will be your final portfolio entries. Portfolios are due the last day of the last week of class.

Clearly label the portfolio carrier with your name and class section. All student work from the term should be fastened together, labeled and neatly placed in the clean, sturdy portfolio in chronological order for the final evaluation/grading. Prior to the portfolio submission, each assignment will have been due and submitted earlier in the term. **Assignments may be reworked for a higher grade only after the assignment is submitted at the original due date.**

Sketchbook/Notebook; All students will keep an active, organized, sketchbook/notebook for the term. This notebook is a visual documentation of the course. The sketchbook/notebook will be turned in with the portfolio. Within the sketchbook will be all class notes from weekly presentations, sketches, project plans, project preliminary work, written work, and class handout materials. It is recommended that students use their sketchbook as an artist's journal, or as a personal compilation of thoughts, ideas, images, and material that will extend their learning related to art and design.

Handouts may be secured within the sketchbook in an orderly fashion, or assembled in an accompanying folder.

This sketchbook must be well organized and clearly labeled. There will be specific sketchbook assignments. **An on-going course assignment will be acquiring and organizing examples of excellent design in the form of collected photographs and media images.** Brief, written captions and identification must accompany your design examples in order to clarify specific Elements and Principles the image illustrates. You may use magazines from the classrooms. A minimum of 2 examples in the sketchbook per element and principle will be required.

In addition to your chosen 'best practices' Design examples, specific sketchbook assignments will be given throughout the term.

Work that has been left behind after critiques is the responsibility of the individual student. The custodian may dispose of any work that falls on the floor.

Be certain to clean out your **storage drawer** by the end of finals week. Keys for storage drawers may be checked out through Laura Hoffman, the administrative assistant in NSH, room 113

Under normal circumstances, incomplete grades will NOT be given for this class.

CENTER FOR ACCESSIBILITY SERVICES: Students who have medical information I should know of, and/or who need special arrangements in the event of evacuation, or students with documented disabilities who may need accommodations, should make an appointment with me as early as possible, not later than the first week of the term. If additional assistance is required, the student should contact the Center for Accessibility Services in red Cedar Hall at ext. 4683.

DISCRIMINATION/HARASSMENT of any sort will not be tolerated. If you feel you have been discriminated

against in any interaction at Linn-Benton Community College or have been harassed by another person while at LBCC please contact us immediately based on the following: A student complaint about another student

Contact: Lynne Cox (541)917-4806,coxly@linnbenton.edu

A student complaint about an LBCC staff member Contact: Marsha Edwards (541)917-4425 edwardm@linnbenton.edu

ART 115: BASIC DESIGN, REQUIRED MATERIALS: (available in the LBCC Bookstore, and other art supply stores)

-small pocket sized achromatic value scale

-small pocket size color wheel

-kneaded eraser

-two 2B pencils with effective erasers

-18" metal ruler

-1" Scotch blue 'delicate surface' masking tape

-palette knife (metal, trowel style)

-tracing paper (12X18" size minimum)

-in-expensive compass

-Xacto knife with extra package of replacement blades

-cutting surface, such as a small acrylic cutting mat

-rubber cement (Pro-Art brand)

-rubber cement pick-up (it is a 2" gummy square item)

-paint mixing palette in a tear-off disposable style (approx. 9x12" or larger)

-spiral bound sketchbook, 9x12" size, with high quality paper

-folder for handouts

-small spray bottle for paint hydration

-water container (non breakable)

-Brushes: Buy good quality synthetic brushes for acrylic paints. Suggested: 1/2"-3/4" flat style, a medium sized round 1/4", a small, fine tipped round 1/8", **1/2" flat chisel style brush (this one is the most important brush)**

-Illustration board, (sturdy, non bending) White (black/ gray on reverse side) (begin with 1 to 2 large sheets: approx. 18X24")

-white drawing paper tablet, high quality, 80-90# paper, 14X17" lb.

-one large piece of heavy, stiff watercolor paper (sold individually in the bookstore)

-a portfolio and carrying case for transporting projects and supplies

-permanent black markers, one thin and one thick.

-permanent thin tip marker in either red or blue

-permanent gray marker, thin tip

-scissors

ACRYLIC PAINTS: IT IS ESSENTIAL, AND EXTREMELY IMPORTANT that you buy THE CORRECT PIGMENT NUMBER and a corresponding high quality, artists quality, brand of paint!!!!!!

Do NOT buy student grade, or beginner grade acrylic paint. You must be able to make consistent, correct, color matches with the correct hues.

BUY **ONE** of each color, totaling 7 tubes total. (One white, one black, one yellow, 2 reds, 2 blues) You **MAY** mix or match tubes and brands as long as you have the correct pigment number and matching color name.

Do not buy inexpensive student grade acrylic paint. Buy artist quality paint. Professional brands such as Grumbacher , Graham, Gamblin, Liquitex, and Winsor Newton are recommended.

Required Hues: pay attention to specific names and the pigment number on each 1.25 oz. tube

Cadmium Red Medium, pigment number 108

Alizarin Crimson, pigment number PR83

Phthalo Blue, or Thalo Blue, pigment number PB15

Cerulean Blue, pigment number 36

Cadmium Yellow Light, pigment number PY35

Titanium White, pigment number PW6 (reccm'd; buy a larger tube)

Mars Black, pigment number PBk

Studio/Class Directive: Design Course:

- Turn OFF your cell phone or at least silence it while in class. In the rare instance you MUST take/make/ text a call, leave the classroom first! Texting and the use of cell phones will not be tolerated in class.
- **Cell phones, personal computers and tablets may be accessed in class for taking appropriate photos, and researching the web.**
- Side conversations are distracting and disrespectful to all people in the classroom.
- Be a respectful listener to all others in class who 'have the floor.'
- It is recommended that students do not eat or drink while working. It is dangerous to the work, and a distraction. You may eat and drink during the class break midway through each class session. If you must eat or drink, do so discreetly regarding sound, smell and actions. Drink water in non-spill containers.
- Wash hands thoroughly after painting. Acrylics will clean up on your skin with soap and water. Acrylic paint does **not** generally wash out of clothing. Wear appropriate Studio attire.
- Do not "point up" brushes by wetting the bristles with your mouth.
- Refrain from applying paint with your fingers.
- Be very careful with the paper cutter. Always clean up your excess scraps and leave the blade locked and in the down position.
- Clean up your mess. Respect the classroom environment. Clean and wipe up your work area, including table, chair, floor, paper cutter, and sink space. Many people use this facility.
- Respect others work. Do not handle without permission.
- Dispose of acrylic paint as instructed.
- Do not cut on the classroom furniture without a cutting board.
- Classrooms are not areas where students may store their assignments and materials. Please take all your things with you. The Art department does have some student drawers for storage. Please see Laura Hoffman, NSH113, for access to a lockable storage drawer.

- Ipods, and other individual audio devices may be used in class ONLY during studio working times. Volume should not be heard by those near you, and you must take the ear buds out when you are being spoken to and speaking to others. One's personal music must not and should not interfere with your learning, or anyone else's learning. Be responsible.

Clean up after yourself at each and every class meeting. Clean up time will take place the last ten minutes of every class period. Wipe the counters, drawing tables and chairs, clean off any marks, paint, glue, etc. Special attention needs to be paid to the sink area. Paint should not be left to dry in the sink.

Tentative Class Schedule; (subject to change)

Week 1 Introduction to the course, syllabus review and supplies.

Materials exploration. Introduction to the Elements and Principles of design.

Week 2 The tradition of Design. Bauhaus, other historical references. Aesthetics, harmony and Unity.

Line, value, color as related to balance, emphasis, and dominance.

Week 3 Shape and motif, composition

Week 4 Introduction of the Mid Term Project: a three part self portrait. Rhythm and repetition, composition

Week 5 Mid Term Project; a three-part self-portrait.

The Golden Rectangle as a compositional device. Historical usage and formulation of a composition based on geometry. Compositional analysis and its application in the world of art/design.

Week 6 **Composition** and color continued

Week 7 Abstraction and composition with value and color in images Exploring the communicative, expressive potential of design.

Week 8 Final Project Intro., Visual texture.

Week 9 Visual Onomatopoeia

Week 10 Final Project presentations. Portfolio/ sketchbook **due** on the last day of class.

Finals week; Written exam. Return of portfolios/sketchbooks. Tuesday, June 9, 2015

at 12:30 PM to 2:20 PM

Important note: Critiques, audiovisual presentations, and campus field trips will be worked into the above schedule. Flexibility is an important part of the course since class needs and outside factors will dictate timely presentation of some of the material.