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York County Community College

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# Art 126 O1 LB: Foundations of Design/Online

**Fall 2015/Instructor:**

**Textbook:** Design Basics by David A. Lauer & Stephen Pentak; 9th Edition

**Materials:** Art Kit for Art 126, supplemental materials as needed.

Prerequisite: none

## Course Description:

This fine arts course provides the fundamentals of artistic design including the concepts of color theory, balance, visual weight, and scale. As a result, it is a foundation course for a variety of design-related fields, including web design and other forms of digital media; and publication design. Students will complete hands-on art projects as they study and practice the elements and principles of design

## Course Outline:

Introduction to critique process

Elements of Design – line, shape, texture, value, color, space, form

Careers

Introduction to design concepts

Proximity, alignment, repetition, and contrast

Grids

Proximity

Relationships and proximity

Impact on design

Alignment

Importance of identity through alignment

Identity expression

Impact of alignment in communicating

Repetition

Importance of repetition

Design considerations

Contrast

Effective use of contrast

Design considerations

Typography

Designing with type

Categories of type

Type contrasts

Color

Color Theory

Color Schemes

Hue, Value, Saturation

Additional Design Principles

Balance

Proportions

Rhythm & Movement

Emphasis

Unity and Variety

Production

Design process

Layout Principles

Printing and pre-press

Course Objectives:By successfully completing this course students will be able to:

1. Utilize the elements and principles of design to communicate a variety of ideas. (I-VIII)
2. Investigate a wide variety of publication formats such as flyer, brochures and websites. (II-VI, X)
3. Apply the concepts of design theory to a series of hands–on projects. (III-VIII)
4. Demonstrate appropriate word assembly and page layout. (VIII)
5. Explore the creative process as it relates to design choices. (III-IX)
6. Generate multiple project solutions that relate to a specific audience. (VIII)
7. Analyze and articulate design approaches and ideas through a series of classroom critiques. (III-IX)
8. Develop an understanding of the design industry and future career possibilities. (I, X)

 **Each project is assigned via blackboard under the Projects link in the course menu. In addition, various support materials will be included, as well as companion materials by Cengage Learning, the publishers of our textbook. Upon each project’s due date, a critique period will begin and students will have a window of time to participate in a discussion critique thread before it is then closed, these dates will be supplied at the time the project is assigned. Students are graded on their work as well as their participation in each critique. The critique is an integral part of the studio art learning environment.**

**Since this is an online studio course, it is imperative to read ALL documents, watch all videos, etc. This is where you will see all demonstrations and receive all lectures, project descriptions and assignments, etc. You must participate in all online critique discussions. This will be a large part of your grade.**

A=0 absences

B=1 absences

C=2 absences

D=3 absences

**Over the course of the semester if you miss a project/critique discussion thread this will count as an “absence”, and the guidelines for maintaining your grade are listed above. If you miss one project critique thread, you can only earn a highest grade of B, two a C and so on….**

**Class participation is extremely important – your thoughts and ideas matter!**

This includes finishing all projects on time for the due date, uploaded correctly, and participating in all discussion/critiques (INCLUDING FIRST WEEK INTRODUCTIONS). Your willingness and openness to actively take part in class discussions & critiques will reflect positively in your grade and I will take into consideration all aspects of overall attitude and conduct.

## Grading Evaluation/Criteria

40%...................Participation in discussions/critiques

60%...................Individual projects/artworks

**Projects:** Projects are graded using the following point system:

33 points………..Technical execution- quality of craft and skill, accuracy of measuring, overall neatness and cleanliness of presentation.

33 points………..Interpretation of assignment concept- idea, originality, and composition.

34 points………..Satisfaction of project requirements and due date.

A 4.00 95-100

A- 3.67 90-94

B+ 3.33 87-89

B 3.00 83-86

B- 2.67 80-82

C+ 2.33 77-79

C 2.00 73-76

C- 1.67 70-72

D+ 1.33 67-69

D 1.00 63-66

D- 0.67 60-62

F 0.00 Below 60

## Academic Honesty Policy:

The College promotes and maintains high ethical standards. Submitting the same work in more than one course without prior permission from the instructor of the second course, cheating, plagiarism, or otherwise receiving academic credit under false pretenses are all serious offenses and may result in dismissal from the College. Instructors may dismiss such offenders from courses with the grade of “F” and report the case to the appropriate Department Chair and the Vice President/ Academic Dean.

## ADA Statement for Students with Special Needs:

The College will make reasonable accommodations for students with documented disabilities. Students must provide documentation to the Coordinator in the Office for Students with Disabilities (in the

Student Affairs Office) before any accommodations can be implemented. Timely accommodations

are dependent on early registration with the Office for Students with Disabilities.

**Weekly Plan (timeline and projects subject to change)**

**Week One:**

Syllabus Review. Course Introductions.

Overview of Design Principles and Elements, etc.

Reading assignment for next week- Chapter 1: Design Process & Chapter 2: Unity

**Week Two:**

Introduction to Materials and Supplies.

Lecture/Discussion/Demonstration: Project 1 presented.

Reading assignment for following week- Chapter 3: Emphasis and Focal Point &

Chapter 4: Scale and Proportion

**Weeks Three & Four**

Project 1 due. Critique/Discussion Thread.

Lecture/Demonstration. Project 2 presented.

Reading assignment - Chapter 5: Balance & Chapter 6: Rhythm;

Chapter 7: Line & Chapter 8: Shape

**Weeks Five, Six & Seven:**

Critique/Discussion Thread. Project 2 due

Lecture /Demonstration. Assignment 3 presented

Reading assignment - Chapter 9: Pattern and Texture & Chapter 12: Value

Chapter 10: Illusion of Space & Chapter 11: Illusion of Motion

**Weeks Eight, Nine & Ten:**

Critique/Discussion Thread.

Lecture/Discussion/Demonstration.

Reading assignment - Chapter 13: Color

**Weeks Eleven, Twelve, Thirteen & Fourteen:**

Critique/ Discussion Thread. Project 3 due

Lecture/Demonstration. Project 4 presented

Individual meetings via Skype

**Week Fifteen:**

Final Project Due & Final Critique/Discussion Thread

**Materials List: Art Kit for 126 available at bookstore (subject to revision)**

* Assorted drawing pencils/pencil kit with range of Black & White H & B pencils (2H, H, B, 2B, 4B, etc.)
* Pencil Sharpener
* Erasers – kneaded rubber, white mars-staedtler, artgum eraser
* Metal ruler- cork back to resist sliding
* Fine Quality Sable Watercolor Brushes for gouache paint
* Drafting tape
* Scotch magic tape (optional)
* Glue stick or glue
* Packages of white, black and colored construction paper (list continues)
* Exacto knife with blade replacements
* Cutting mat (surface for cutting; this item is optional)
* Scissors (optional)
* Black & white & grey markers with wide tip at one end: approx 5 shades
* Circle templates
* Triangles- both 45 degree and 30/60/90
* Tracing paper
* Bristol board (pad), Strathmore 400 series, 14 x 17 inch, smooth
* Small circular plastic palette with circles for gouache paint
* Sketchbook/Drawing Journal
* Colored pencils – set of 24 or more, prisma or equivalent

**Art/Design Supply Resources:**

**Art Kit 126 / YCCC Bookstore**

**Michael’s** Portsmouth, Biddeford, etc**.**

**Art and Craftsman Supply**

540 Deering Ave in Portland. (207) 772-7272www.**artistcraftsman**.com

**Art Mart**

522 Congress St # 1, Portland. (207) 775-4244

www.**artmartmaine**.com

**Also:**

[www](http://www.utrecht.com/%22%20%5Co%20%22Supply%20Resource)**[.utrecht.](http://www.utrecht.com/%22%20%5Co%20%22Supply%20Resource)**[com](http://www.utrecht.com/%22%20%5Co%20%22Supply%20Resource)

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[www.**misterart**.com](http://www.misterart.com/)

*“This workforce product was funded by a grant awarded by the U.S. Department of Labor’s Employment and Training Administration. The product was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites, and including, but not limited to accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability or ownership.”*

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