ART120 Design I

I. COURSE DESCRIPTION

A. Prerequisite: None

B. 3 semester credit hours

C. Design I focuses on the formal elements of art, utilizing line, shape, texture and color to explore two-dimensional design principles. Design I students will gain experience in a variety of media and subject matter. Design I is required for art majors.

II. EXPECTED LEARNING OUTCOMES/ASSESSMENT MEASURES

| Relate design to the essentials of visual and functional art. | Series of cumulative projects designed to integrate and apply specific design principles |
| Understand and properly use the elements of design | Supervised group, student-to-student, and/or written critiques throughout semester |
| Master a variety of media and methods of application in the solution of design problems | Series of projects designed to integrate and apply specific design principles |
| Critique the elements of design using the proper vocabulary | Supervised group, student-to-student, and/or written critiques throughout semester |
| Apply the fundamentals of design in subsequent or concurrent art courses such as painting, drawing or printmaking | Consistent level of Program wide critique standards focusing on design as a foundation |

III. COURSE OUTLINE WITH UNIT OBJECTIVES

A. Unity: Achieve Unity in design by employing the following methods:
   1. Organization of the Picture Plane
   2. Unity by Proximity
   3. Unity by Repetition
   4. Unity by Continuation
   5. Unity by Continuity
   6. Unity with Variety

B. Emphasis/Focal Point: Demonstrate an understanding of emphasis by using the following design principles:
   1. Emphasis by Contrast
   2. Emphasis by Isolation
   3. Emphasis by Placement
   4. Degree of Emphasis
5. Absence of Focal Point

C. Scale/Proportion: Utilize the following principles to demonstrate an understanding of scale in two-dimensional design.
   1. Scale of Art
   2. Scale within Art
   3. Scale Confusion
   4. Proportion: The Golden Mean/Rectangle

D. Balance: Achieve balance in designs by employing the following principles:
   1. Symmetrical Balance
   2. Asymmetrical Balance by Value
   3. Asymmetrical Balance by Color
   4. Asymmetrical Balance by Shape
   5. Asymmetrical Balance by Texture
   6. Asymmetrical Balance by Position
   7. Asymmetrical Balance by Eye Direction
   8. Radial Balance
   9. Crystallographic Balance

E. Rhythm: Demonstrate an understanding of visual rhythm in design by creating designs featuring:
   1. Alternating Rhythm
   2. Progressive Rhythm

F. Line: Understand the importance of line in design by exploring the following line principles:
   1. Line Types
   2. Line Direction
   3. Contour Lines
   4. Gesture Lines
   5. Line Quality
   6. Lost and Found Contour

G. Shape/Volume: Understand the importance of shape and volume in two-dimensional design by studying the following principles of shape and volume:
   1. Mass
   2. Styles of Art
   3. Rectilinear Shapes
   4. Curvilinear Shapes
   5. Figure-Ground Relationships

H. Texture: Understand and employ the textural differences introduced:
   1. Tactile Texture
   2. Visual Texture
   3. Trompe L’oeil
   4. Pattern
I. Space: Create space in two-dimensional design by using the following methods:
   1. Size
   2. Overlapping
   3. Vertical Location
   4. Aerial Perspective
   5. Linear Perspective
   6. One-Point Perspective
   7. Two-Point Perspective
   8. Multi-Point Perspective
   9. Multiple Perspective
   10. Transparency

J. Motion: Investigate ways to suggest motion in two-dimensional design.

K. Value: Study the following uses of value in design:
   1. Value Pattern
   2. Value as Emphasis
   3. Value and Space

L. Color: Demonstrate an understanding of the following color principles in two-dimensional design work:
   1. Optical Mixtures
   2. Hue and Value Relationships
   3. Complementary Color Relationships
   4. Warm and Cool Colors
   5. Color Schemes
   6. Emotional Color

IV. METHODS OF INSTRUCTION

A. Instructor Lectures

B. Demonstrations

C. Slides

D. Class Critiques

E. Individual Critiques

F. Museum Visit

V. REQUIRED TEXTBOOK (with publication information)

VI. REQUIRED MATERIALS

Course requires various artists’ media, paper, portfolio and mats as required by the instructor.

VII. SUPPLEMENTAL REFERENCES

Current Library Resources

VIII. METHODS OF EVALUATION

D. Studio Work 70%
B. Museum Work 15%
C. Attendance 10%
D. Critiques/Participation/Attendance 5%

IX. ADA STATEMENT

Any statement requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Library; phone 636-797-3000, ext. 169).

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College Website).