

Moravian College (Spring 2011)
ART 142: Visual Foundations
Monday/Wednesday, 1:15-3:45 & 6:30-9:00
Room: 8
Instructor: Aron Johnston (email: astrogato@hotmail.com)

Course Description:

An introduction to the theory and application of two-dimensional design as it applies to the creation of pictorial space. Students will be guided through a series of weekly and bi-weekly projects in visual expression, introducing them to the formal elements of design (line, shape, value, color, and space) and the principles of organization (harmony, variety, balance, proportion, scale, dominance, movement, and economy) in a variety of concepts, mediums, and techniques.

Text:

Design Basics, 7th Edition, David A Lauer/Stephen Pentak

Course Goals:

- To develop an understanding of the interrelationship of the elements of art and the principles of design.
- To realize the conceptual through the pictorial.
- To promote visual thinking.
- To introduce a critical framework for thinking about and looking at design.
- To develop an understanding of design as a kind of language.

Attendance Policy:

All students must attend all classes, lectures, and critiques. Poor attendance and/or consistent tardiness could negatively impact a project's grade, and by extension your overall course grade. Class participation and attendance are major considerations when assigning grades for projects and final grades. How well you prepare for class, work during class time, and participate in critiques and discussions will influence your final grade. Work that is late due to illness, or other emergencies, will not be penalized. An excused absence is one confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with a doctor's note (upon your immediate return to class). Other forms of written verification may be acceptable and will be judged on a case-by-case basis. An email to the instructor is also necessary for all absences. Without some form of written excuse, you will receive an unexcused absence. Job interviews, doctor appointments, etc., should not be scheduled during class. Documentation is required for all sports. Your coach, or you, should email the instructor ahead of time for anything that would require your absence from class. *The student, not the professor, is responsible for assignments given on a day when the student is not in class. All missed work must be made up within one week of the due date, unless another date is arranged and agreed upon with the instructor.*

The following may also count as unexcused absences:

- More than 15 minutes late for class
- Failure to bring supplies to class
- Failure to return from break
- Leaving class early
- Texting or talking with any communication device during lectures, discussions, and critiques

After the second unexcused absence, the student's final grade will be dropped by one full letter grade. After the fourth unexcused absence, the student will receive a failing final grade. This attendance information is Art Department policy and will be strictly enforced.

Grading:

Each project must be successfully completed in order to receive credit for the course. Final grades will be based on: work done both in and out of class, meeting the projects' objectives, level of achievement, creativity and imagination, craftsmanship, and presentation. Class participation and attendance are major considerations when assigning grades. How well you prepare for class, work during class, and actively participate in critiques and discussions will influence your grade.

CRITERIA FOR GRADES ARE DETERMINED AS FOLLOWS:

- A. Superior: 93-100, A- 91-92
Scholarship: strong exceeding requirements of instructor
Initiative: contributions exceeding assignment, showing independence and resourcefulness
Attitude: positive, beneficial to class
Individual Improvement: continually developing

- B. Good - Above average: B+ 88-90, B 84-87, B- 81-83
Scholarship: accurate and complete, meeting all requirements of instructor
Initiative: good, meeting requirements of assignments
Attitude: proper, beneficial to class
Individual Improvement: shows signs of progress, responds positively to criticism

- C. Average: C+ 78-80, C 74-77, C- 71-73
Scholarship: barely meeting requirements of instructor
Initiative: uncertain, apparent only at times
Attitude: generally neutral, but not objectionable
Individual Improvement: not showing signs of progress, not responding to criticism

- D. Below average, yet passing: D 70-61
Scholarship: not meeting requirements of instructor,
Initiative: not meeting requirements of assignments, not completing assignments
Attitude: indifferent, possibly objectionable
Individual improvement: not noticeable

- F. Completely unsatisfactory: 60 and below

Students will receive in-progress grades throughout the semester.

If you are absent from a critique without a doctor's excuse or written notification from Student Services, you will receive a partial grade reduction of up to 10% for the assignment. If you attend the critique but do not hand your work in on time, you will receive up to a 10% reduction for each class that the work is late. All projects/assignments may be resubmitted if you choose to rework them after they are graded. You have two (2) weeks to do so.

Cell Phones- must be turned to the Silent setting during class.

Texting or talking on your phone or any communication/listening device during lectures, discussions and critiques will result in an automatic F in participation and attendance for that day. In addition you will be asked to leave the class for the remainder of that day. All make-up work will be the responsibility of the student involved (Refer to the absence policy)

Texting and talking should be done on your in class breaks. I ask that you excuse yourself from class during project lab hours if you need to talk/text on your phone. Manage your time wisely. Projects are short and require class time. Excessive breaks will negatively affect your grade.

Disability- Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential. Students with disabilities should also contact Disabled Student Services.

MATERIALS LIST: VISUAL FOUNDATIONS (ART 142)

Students will be provided with all materials required for this class. The cost of materials will be billed to each student's Moravian account. You may find that you want to add to your materials; by necessity this must be done on your own time and at your own expense.

OPTIONAL MATERIALS: cutting matt, color markers, French curve, mechanical pens and/or pencils, container for brushes, glues and medium

Suppliers:

Dick Blick Art Store 3152 Lehigh St (the South Mall) Allentown, PA, Phone: 610- 791-7576

A.C. Moore Co. 2633 MacArthur Road Whitehall, PA Phone: 610-264-4003

There are several other suppliers in the area. Art supply stores may give a 10% student discount. Bring your student I.D. and your materials list with you

LECTURES and TRIPS:

During the course of the semester, you will be required to attend an on-campus art event and one off-campus art event and write a short (300-400 word) paper on one of the two events (this is in addition to your design project requirements). The paper is generally due one week after the date of the event. Types of events include gallery openings, lectures, and bus trips. Gallery openings are public events that usually occur at the beginning of an exhibition, and they might include a short talk by the artist or the curator. Lectures may include slide talks by art department faculty, visiting artists, art historians, critics, and/or art professionals, such as conservators, illustrators, and art editors. Once a semester, we take a bus trip to New York City, where we might start the day viewing classic works of art at the Metropolitan Museum of Art and finish with contemporary artworks in museums and galleries downtown.

Date for Bus Trip to NYC: **April 8th**

Note: I must receive all papers by: **April 27th**. I must receive them as hard copies, not email attachments. The papers will be graded and count toward the class participation portion of your grade. Not handing in a paper will seriously jeopardize the class participation portion of your grade.

CRITIQUES:

At the end of each project there will be mandatory group critique during which the entire class presents their individual project's solution (as a group) and the instructor leads, with full student involvement, a discussion in which the work of each student is analyzed in terms of: meeting the project's objectives (technically, formally, and conceptually), originality and creativity, degree of involvement, problem solving ability, craftsmanship, and presentation. Learning to analyze one's own work and the work of others is as important a skill as making the work. There will also be many individual and small group preliminary critiques.

Texting or talking on your phone or any communication/listening device during lectures, discussions and critiques will result in an automatic F in participation and attendance for that day. In addition you will be asked to leave the class for the remainder of that day. Keep in mind that you cannot make up a group critique. (Refer to the absence policy)

ATTENDANCE AT ALL CRITIQUES IS MANDATORY.

Again, if you are absent without a doctor's excuse or written documentation from student services, you will receive a partial grade reduction of up to 10% for the assignment. If you attend the critique but do not hand your work in on time, you will receive up to a 4 point reduction for each class that the work is late. All problems may be resubmitted if you choose to rework them after they are graded. You have two (2) weeks to do so.

Texting or talking on your phone or any communication/listening device during lectures, discussions and critiques will result in an automatic F in participation and attendance for that day.

STUDIO:

Students are responsible for the studio (room 8) and equipment. Please get into the habit of cleaning up after yourself at the end of each work session. Our drafting tables are a valuable resource. Their surfaces must be kept clean and undamaged. Any cutting must not be done directly on the table's surface, but rather on one of the many grey cutting mats located in the studio. Anyone caught cutting directly on a drafting table (without using a grey cutting matt) will be billed for the cost of a new table-top.

No personal listening devices are allowed in class (no earphones, etc.). Turn cell phones to silent mode before class begins.

Studio lab hours are long and it is a good idea to step back from your project. You may take a short (15-20min) break during project lab hours to refresh or reset. You may drink coffee, soda, etc. in class, but you may not bring food to class.

Cleanliness- It is the job of every student to leave the studio better than the way they found it. Disrespecting your environment and those around you implies poor participation and will affect your grade.

Wear appropriate clothing- you will get some kind of art material on everything you bring into the studio... it just happens.

SAFETY PROCEDURES:

1. All acrylic paints and gesso should be used in a well ventilated area.
2. Discarded acrylic paint, and rinse water from brush cleaning, should never be disposed of in the sink. Always use acrylic waste disposal containers provided in the studios for that purpose. The used rinse water will be screened to remove paint particles.
3. Wear latex gloves for hand protection and an apron to protect your clothing.
4. Spray paint, aerosol glues, and fixatives are extremely flammable, do not use near an open flame.
5. Only use aerosols in the spray booths provided in the studios.
6. Turn on the spray booth first and follow the instructions on the can. Avoid breathing these vapors as they are a health hazard. After the work has dried, discard scrap papers in the metal cans provided. When finished, turn off spray booth and store spray cans in fireproof metal cabinet with other flammable supplies.
7. Use matt knives, exacto knives, and scissors with care. Retract, or cover blades after use. Dispose of used blades properly.
8. Read, understand, and follow all recommendations for health and safety precautions labeled on products.
9. Read, understand and follow all manufacturer recommendations for the proper use of products, materials, and tools.
10. Always follow all recommended studio rules and procedures.
11. Wear proper protective eyewear; dust masks, protective clothing, etc. as indicated.
12. Do not operate tools or equipment without being instructed in their proper and safe use.
13. Do not use materials without being instructed in their proper and safe use.
14. Always work in a well ventilated, well lighted, and safe workplace.
15. Report any unusual incident with materials, tools or equipment immediately to the instructor and to the College Health Center, 610-861-1567 (evenings, to Campus Safety Office, 610-861-1421)

Syllabus*

- 01/17: *Introduction: review syllabus, supply check and distribution*
Homework (HW): Read: Ch 1 pp.4-25
Email instructor (**due 1/24**)
Sketchbook (SKBK): Find and define two visual examples that relate to the assigned reading (be prepared to discuss your examples on Wednesday)
- 01/19: *Defining the picture plane, understanding craft*
Lecture: Review and discuss reading and examples
Project: Define the Pictorial space and developing CRAFT
Project: Still-life with simple shapes (**due: 1/24**)
HW: Read: Ch.7 p.130, pp.143-147, Ch.8 p.152, p.156 & pp160-173.
SKBK: SHAPE AND SPACE POS/NEG SPACE: find three objects; list all the shapes that make up each object. What is Positive/negative space? How does shape aid in pictorial development?
- 01/24: *Defining the elements of visualization (seeing) with composition studies*
Lecture: Discuss and review reading
Project: POS/NEG composition study; Subject and Emphasis (**due: end of class**)
HW: Read Ch. 2 p.29-35 & Ch 3 p.56-69
SKBK: Headline Picture. Find three visual references from the day's headlines that you can cut and paste in your SKBK. Define and explain the visual focus of each picture. How and why do you know it is the focus?
- 01/26: *Thinking, Seeing & Doing*
Lecture and handout: Composition studies
Project: POS/NEG composition study; Figure Ground (**due: 01/31**)
HW: Balance and Symmetry, Ch. 4 p.72-81, Ch.5 p.90-111
SKBK: Find examples from advertising that use balance and symmetry; be able explain their effect and use
- 01/31: *Group critique (still-life, POS/NEG Subject/Emphasis studies)*
Lecture (review p.23 & 24)
- 02/02: *Balance and Symmetry*
Lecture: Balance and Symmetry
Project: POS/NEG and Subject/Symmetry composition studies (**due 02/09**)
HW: value, rhythm, pattern & repetition (read Ch.2 p. 47-51, Ch.6 p.113-123 & Ch.9 p.176-183)
SKBK: Find or express a variety of visual examples that explore value, repetition and pattern
- 02/07: *Balance and symmetry composition studies (work in class)*
- 02/09: *Group critique (balance and symmetry)*
SKBK: texture examples (15-20 examples), expressive line (15-20 examples)
- 02/14: *Value, Rhythm, Pattern & Repetition*
Discuss SKBK examples.
Lecture: Paint (mixing, handling & application)
Project: pattern, value, and scale composition studies (**due: 02/22**)
HW: Read: Ch.2 p.40 & 41, p. 52 & 53, Ch.4 pp.82-87, Ch.7 pp.128, 129, 132
SKBK: Find several (3-5) pictures of yourself that define how others see or know you. Find objects & items (15-20) that express your character. Show & explain your examples in SKBK.
- 02/16: *Work in class / individual critique*
SKBK (value and scale with line & texture)
- 02/21: *Work In class / individual critique*
- 02/22: *Group critique*
HW: Read: ch.10 p.195-201
SKBK: expressive line; emotion with line, texture and value
Test: Design Vocabulary & Usage

- 02/28: *Lecture: Graph and grid*
 Review and discuss SKBK examples
 Project: MY Face Space understanding the graph and grid
 HW: Read: Ch.11 p. 232 & 233, p.220 & 221
 SKBK: collage and sketch your examples, define and be prepared to discuss your composition for My Face Space
- 03/02: Start graph and grid, project proposal presented to class. Work in class. Midterm Indi crits
 "Ackerman lecture, Mirko Ilic, graphic designer and activist" (required)

03/04-03/13: Spring break

- 03/14: Return from Spring break
MY Face Space: Work in class
 HW: read Color Ch.13 p.153-187
 SKBK: examples of primary and secondary color in advertising and design.
- 03/16: *MY Face Space: Work in class & Individual critique*
 SKBK: Color (collect several examples from comic books and comic strips that express time and movement)
 HW: Collect a color comic published before 1990 (**due:**) (think about its social, political, economic and artistic significance. Note: the example(s) you find will be used in your final project.)
- 03/21: *MY Face Space: Work in class (finalize project for critique*
 03/23: *Critique: group critique*
- 03/28: *Color:* Slide presentation, introduction of color value studies
 Lecture demonstration: Color mixing
 Project: Color/value Scales (Group), Final project handout & proposals
 SKBK: Examples of concepts and ideas (3-5)
- 03/30: Group work, Color Harmony and Color Scales work in class
- 04/04: Group work, Color Harmony and Color Scales work in class
 04/06: Project: Color/value Scales: Work in class
- 04/11: Color scale group critique
 Lecture and Introduction final project: Comic Color Strip.
 HW: SKBK: Examples of concepts and ideas (3-5)
- 04/13: Comic Color Strip. Work in class
- 04/18: Comic Color Strip. Work in class
 04/20: Comic Color Strip. Work in class
 Test: Design Vocabulary & Usage

04/22-4/25 Easter Break (Note: 04/25 Evening classes only)

- 04/25: Final class day to work on project and turn in work (NY papers due)
 04/27: Final Group critique (last day of class) *no projects will be accepted after this date.*
- 05/02 Individual Critiques

*** Note: this is a working syllabus subject to change.**

Supplies- An art kit will be distributed in class; the cost will be billed to your student account.