

Moravian College
Studio Art

Course number and title: ART 142

Semester: Fall, 2013

Meeting time and location: 1:15 – 3:45 Mon / Wed, Room 8

Instructor: Matthew Shelley

Office Hours: Before or after class by appointment only

Instructor contact: email: shelleym@moravian.edu / matthewgshelley@gmail.com

Course Description:

Visual Foundations is an introduction to the theory and application of two-dimensional design as it applies to the development of visual art. Students will be guided through a series of daily, weekly and bi-weekly problems exploring composition through formal elements and the vocabulary of design (line, shape, value, color, and space). Through studio exercises and class discussion students will discover the basic principles and concepts of visual organization and criticism. Visual Foundations is focused on providing students with the guidelines for informed criticism and studio practice. The focus of this class is understanding how visual elements work together to create successful compositions. While we will touch on artistic techniques, this class functions more as a lab to familiarize students with the concepts and principles that define two-dimensional art.

Textbook:

Design Basics, 8th Edition, David A Lauer/Stephen Pentak

COURSE GOALS:

- To become visually observant and visually critical.
- To develop the vocabulary and concepts necessary for informed criticism and judgment.
- To familiarize students with the elements commonly associated with two-dimensional art.
- To explore a range of compositional techniques and strategies.
- To test a variety of materials and applications.
- To become visually literate.

COURSE REQUIREMENTS:

- Students are required to work on projects, sketchbooks, and required reading a minimum of 6 hours per week outside of class.
- Students are required to actively use their sketchbooks to develop their skills and take notes on required reading.
- Students must be prepared, ready to work, and focused at all times.
- Students must engage coursework directly at all times with strict adherence to lesson objectives.
- Students are required to participate in class discussion and critique.

Attendance:

The Art Department established this department-wide attendance policy to apply to students in all art classes. For classes that meet twice a week (most full-unit studio courses, most day art history classes): After the second unexcused absence, final grade will be dropped by one full letter. After the fourth unexcused absence, students will receive a failing final grade.

Absences:

Excused absences are given at the sole discretion of the Professor. An excused absence is one confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with an off campus doctor's note (within 24 hours of illness). Death in family should be confirmed with Student Services. Documentation is required for sports. Coach should email a note to instructor confirming matches, meets, departure time for away games, or anything that would require absence from class. Practice is not an excused absence. Job interviews or doctor's/dentist's appointments are not to be scheduled during class.

Missing Portions of the Class:

The following count as unexcused absences

- More than 15 minutes late for class
- Failure to bring supplies to class
- Failure to return from break
- Leaving class half an hour or more early
- Being tardy more than 3 times. Tardiness: being 5 to 15 minutes late for class
- If you are late or absent, it is your responsibility (not the professor's) to find out what you missed and to catch up in a timely manner.

Participation:

Participation will make up a significant portion of the final grade in this course. A total of 20 points, out of the final 100, will be awarded based on participation. Participation points are earned by attention to course goals and actively focusing on lesson objectives at all times. Participation means that students are focused on the current lesson and applying that lesson to the best of their ability. Students should be able to locate and discuss their aims at all times, and state clearly how those aims apply to the current lesson. This requires that students act strategically and with purpose, working to absorb course content at all times. Points will not be earned based on technical achievement, but through a understanding of the principles and the skills introduced in each lesson. If students cannot provide adequate explanation as to how their work reflects the goals of the current lesson, participation points will suffer. Homework assignments (sketchbooks and independent projects) will be graded under similar criteria, but with a greater emphasis on technical proficiency.

Group Discussion:

Class discussion involves chapter review, critique, and daily conversation. Discussion points are earned by contributing valid ideas during each of these activities. Organized class discussion on readings will happen every Wednesday at the beginning of class. All students should contribute to weekly reading discussions. Failure to contribute to weekly discussions will impact discussion grades. A fair amount of class discussion will also involve evaluation and critique of student work. Students should be comfortable addressing their work and the work of their peers. Students need to be active members of these conversations at all times, and see that their statements utilize the concepts and vocabulary covered in the class textbook. Conversations need to remain productive and respectful at all times.

Note: Participation relates to the artwork students produce, and how accurately assignments reflect the course material. Discussion relates to the ideas that students put forth during critique and class conversation.

Reading:

Students will read one chapter from the course textbook each week. Every Wednesday we will hold a short class discussion reviewing the chapter. These provide an excellent opportunity for students to earn discussion points. Readings are included as a part of each week's 6 hours of independent homework. Knowledge of readings will also be demonstrated through sketchbook notes and drawing exercises. Our reading schedule may be altered or adjusted throughout the semester to prioritize class assignments and studio work.

Sketchbook:

Students will be required to keep a sketchbook of organized drawings outside of class. Sketchbooks provide students with an opportunity to slow practice down, make organized decisions, and focus on class concepts. Sketchbooks are also a place for students to take notes on required reading. It is recommended that students read the required chapter and take notes before starting their drawings. After reading and notes are completed, students will demonstrate that knowledge in the form of short drawings.

Sketchbooks will be collected four times throughout the semester. After each collection, work will be returned with a grade of 0 – 5 points. After all 4 collections are complete sketchbooks will represent 20% of the final grade. During weeks when independent projects are assigned students will be excused from working in their sketchbooks. This should be clearly documented by recording independent project dates.

Mid-Term and Final Quiz:

The mid-term and final quiz will consist of short answer questions regarding vocabulary and concepts covered during class exercises. Students will be issued a study guide to prepare for each quiz.

Weekly Quiz:

Each week a non-graded 3 question quiz will be given. Students will record answers in their sketchbooks. During sketchbook collections weekly quizzes will be reviewed as a means of evaluating individual and class progress. These are just an indicator of progress and will have no impact on the final grade.

NYC Field Trip:

November 1 all students will travel to NYC for a gallery / museum tour. A five paragraph paper will be assigned as a response to the field trip. Students can visit a single museum or tour multiple museums and galleries. The paper can cover any number of works viewed, or focus on a single piece or artist. The paper will contribute 5 points to the final grade.

Grading:

There are a total of 100 points in this class. All points will be added up and applied to the standard numeric grading scale. For example, class participation accounts for 20 points, or 20% of the final grade. Class points will be applied as follows.

Class participation = 20 points
Class discussion = 10 points
Sketchbook = 20 points
Independent projects = 20 points
Mid-term quiz = 10 points
Final quiz = 10 points
NYC paper = 5 points
Digital portfolio = 5 points

No late assignments will be accepted

Assignment Grading:

- Class participation: (does the artwork produced reflect the lesson plan?)
Non-participatory = 0 Low quality = 10, Acceptable = 15, Exceptional = 20
- Group Discussion: (are comments firmly connected to course concepts?)
On a scale of 1 – 10 points questions and comments were insightful and utilized class ideas and vocabulary
- Sketchbooks: (is the sketchbook organized, fulfilling weekly assignments and assigned reading notes?)
Each collection will be graded on a scale of 0 – 5 depending on the quality of the work. All 4 collections will add up to 20% of the final grade.
- Independent Projects: (Does the work reflect class concepts / is the work ready for presentation?)
Each independent project will be graded on a scale of 0 – 5 depending on the quality of the work. All 4 projects will add up to 20% of the final grade.
- Mid-term and final quiz: (are definitions for vocabulary and concepts correct?)
10 questions worth 1 point each.
- Digital Portfolio: (is the work properly photographed and presented professionally?)
one CD of work, 10 images, worth 5 points.
- NYC Paper: (Is the paper structured, well organized, and in sync with assignment guideline?)

Does not meet assignment requirements = 0 Meets assignment requirements = 5

Instructor reserves the right to apply qualitative judgment to these assignments

Saving and Disposing of Artwork / Digital Portfolio:

Students should save examples of their work from all classes (particularly beginning studio classes) for the sophomore review. The dept. requires a CD of each student's entire portfolio at the end of the semester for assessment purposes. This CD contributes 5 points to the final grade. Projects and sketchbooks will also be collected and photographed by the instructor to document class progress. A demonstration on how to photograph artwork will be given mid-semester.

Disability:

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, assistant director of learning services for academic and disability support at 1307 Main Street, or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from the Academic Support Center.

Academic Honesty Policy:

Plagiarism and cheating are serious offenses that erode the academic environment. Moravian College and the Department of Visual Arts will condone NO form of plagiarism – Defined as the use of another's words, ideas, visual or verbal material as one's own without proper permission or citation. Each student has the responsibility to make sure they have a clear understanding of this important issue and how it applies to a studio class and their imagery. Any and all image appropriation needs to be discussed with the professor prior to usage. This includes material found on the internet. Students who violate the standards of academic honesty face serious disciplinary consequences, including referral before the honor council and/or immediate course failure.

Cheating on exams or quizzes will not be tolerated and will result in a 0 or F. Projects and contributions must be your own thoughts, impressions and reactions. The Internet can provide valuable source material, but you must participate by visiting the artwork yourself, in person, and offering your own viewpoint. Plagiarism in any form will not be tolerated.

Class Schedule: Visual Foundations: Fall 2013

Class dates and lessons subject to change

Week 1: Introductions

Class 1: Syllabus / Material Distribution / Introduction

Discussion: What are Visual Elements?

Project: Personal Object Project (graphite / newsprint)

HW: Chapter 1; Design Principles

Class 2: Recognizing and Utilizing Visual Elements

Discussion: Chapter 1

Demonstration: Still life drawing

Project: Geometric still life helps students locate shape and develop composition

HW: 3 sketchbook drawings

Week 2: Shape / Positive and Negative Space / Format / Energy

Class 1: Labor Day – No Classes

HW: HW: Chapter 8; Shape

Class 2: Shape

Demonstration: Figure / ground relationship, energy, positive / negative space

Project: 5 x 5" still life drawing with shape and line only

Discussion: Chapter 8

HW: 3 sketchbook drawings

Week 3: Visual Unity

Class 1: Sketchbook Collection #1

Demonstration: Locating common factors to bond an image

Project: Locating and uniting visual elements through collage

HW: Chapter 2; Unity

Art Auction hanging at HUB - InFocus

Class 2: Visual Unity Continued...

Discussion: Review of Chapter 2

Project: Locating and uniting visual elements through collage

HW: Independent Project #1

Thursday, September 12, InFocus convocation will take place mid-morning on North Campus; students will be required to go

Week 4: Line / Diversity / Contour Line / Organic Line / Geometric Line

Class 1: Independent Project #1 due

Demonstration: Line diversity / Visual mapping

Project: Landscape drawing

HW: Chapter 7; Line

Class 2: Line Continued...

Discussion: Review of Chapter 7

Project: Landscape drawing

HW: 3 sketchbook drawings

Week 5: Value

Class 1: Demonstration: Locating value / value scale / relationships

Project: BW collage study followed by BW grid painting

HW: Chapter 12; Value

Class 2: Discussion: Review of Chapter 12

Project: BW collage study followed by BW grid painting

HW: Study for Midterms / Prepare for Midterm Critique

Week 6: Midterms

Class 1: Sketchbook Collection #2

Midterm Quiz

Group A Midterm Critiques

HW: 3 sketchbook drawings

Class 2: Group B Midterm Critiques

HW: Independent Project #2

Week 7: Scale / Proportion

Class 1: Independent Project #2 Due

Demonstration: Measurement, visual overlap, Atmospheric Perspective and depth

Project: Drawing classroom interior

HW: Chapter 4; Scale and Proportion

Class 2: Discussion: Review of Chapter 4

Project: Drawing classroom interior

HW: 3 sketchbook drawings

Week 8: Fall Break / Color Theory / Color Relationships

Class 1: Fall Break – No Classes

HW: Chapter 13; Color

Class 2: Discussion: Chapter 13

Demonstration: Color Wheel / Complementary Colors / Adjacent Colors /

Color Relationships / Color Samples from Lowes

Project: Master Copy Painting

HW: 3 sketchbook paintings

Week 9: Color Theory / Color Relationships (color continued)

Class 1: Slide Presentation: Color Relationships / Painting / Design

Project: Master Copy

Class 2: Project: Master Copy

*Wednesday, October 23, HUB – reception for Alumni Artist Heather (McGarvie) Corey
4:30pm*

Thursday, October 24 – 26, Angie Fraleigh Open Studio in NY. Art Club trip Friday, TBA.

Week 10: Balance and Composition / Symmetrical / Asymmetrical

Class 1: Slide Presentation: Works that demonstrate balance and composition

Project: Still life drawing

HW: Chapter 5; Balance

Class 2: Discussion: Chapter 5
Project: Still life drawing
HW: NYC paper
FRIDAY, NOVEMBER 1, FIELD TRIP TO MET IN NYC... SEE HANDOUT

Week 11: Rhythm / Economy / Harmony

Class 1: Sketchbook Collection #3
NYC paper due
Slide Presentation: Works that demonstrate rhythm and economy
Project: Mixed media classroom interior
HW: Chapter 6; Emphasis and Focal Point / 3 Sketchbook Drawings
Tuesday, November 5, HUB, reception for Invision Photo Show 4:30pm

Class 2: Discussion: Chapter 6
Project: Mixed media classroom interior
HW: Independent Project #3

Week 12: Emphasis and Focal Point

Class 1: Independent Project #3 Due
Demonstration: Composition / Value / Contrast / Color
Project: Mixed media classroom interior
HW: Chapter 3; Emphasis and Focal Point

Class 2: Discussion: Chapter 3
Project: Mixed media still life
HW: 3 sketchbook drawings
Friday, November 15, Sophomore review for Juniors / Transfers

Week 13: Pattern and Texture

Class 1: Sketchbook Collection #4
Demonstration: Pattern and Texture
Project: Mixed media (collage, painting and drawing) explore pattern and texture
HW: Chapter 9

Class 2: Discussion: Chapter 9
Project: Mixed media (collage, painting and drawing) explore pattern and texture
HW: Independent Project #4

Week 14: Holiday

Class 1: Thanksgiving Break – No Classes

Class 2: Thanksgiving Break – No Classes
HW: Prepare for Final Critiques

Week 15: Final Critiques

Class 1: Digital Portfolio Due
Independent Project #4 Due / Sketchbooks Returned
Group A Final Critiques
No HW

Class 2: Group B Final Critiques
No HW

Week 16: Final Critiques
Class 1: Individual Critiques

Class 2: Individual Critiques

Classes End - All assignments returned last day of critiques December 11, 2013

Expected Credit Hours for Visual Foundations Art 142:

Class Time (excluding holiday breaks) = 70 hours

Readings and Homework = 91 hours

On campus gallery receptions = 3 hours

Field Trip = 10 hours

Total expected credit hours = 174 Hours