

Moravian College
Studio Art

Course number and title: ART 142

Semester: Spring 2014

Meeting time and location: 1:15 – 3:45pm 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: 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 an 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.

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:

On April 4th all students will travel to New York City for a gallery / museum tour. Painting 180 will visit the MET and the Whitney Biennial. A five-paragraph paper will be assigned as a response to the field trip. The paper will be based on a single painting or drawing on observed during the trip. This assignment will contribute 5 points to the final grade. More information about the trip will be distributed prior to the trip, and look for emails from the Art Office with itineraries, bus assignments, and additional trip info. There will be an alternative trip on a weekend date to be announced for those unable to attend the April 5 trip.

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

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

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: (Definitions need to match those taken from the textbook glossary)
20 questions worth 1/2 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: Spring 2014

Class dates and lessons subject to change

Week 1: Introductions

Class 1: Syllabus / Material Distribution / Introduction

Discussion: What are Visual Elements? What are visual Principles?

Project: Bauhaus Warm-up

HW: Chapter 1; Design Principles w/ notes in sketchbook

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

Jan 16: Payne Gallery Opening EAT Experiments in Art and Technology

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

* MLK Day - no classes (offices open)*

Class 1: Shape

Demonstration: Using negative space to define an object / considering the format

Project: Simple still life drawing defined only through negative space w/ graphite and ink

HW: Chapter 8; Shape w/ notes in Sketchbook

Class 2: Shape

Discussion: Chapter 8

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

Project: Simple still life drawing defined only through positive space w/ graphite and ink

HW: 3 sketchbook drawings

Week 3: Line / Diversity / Contour Line / Organic Line / Geometric Line

Class 1: Sketchbook Collection #1

Demonstration: Line diversity / maximizing the vocabulary

Project: Complex still life with maximum line diversity with sharpie

HW: Chapter 7; Line

Class 2: Line Continued...

Discussion: Review of Chapter 7

Project: Complex still life with maximum line diversity with sharpie

HW: Independent Project #1

Week 4: Value / Focal Point

Class 1: Independent Project #1 due

Demonstration: Slide show

Project: 10 full-page shapes w/ 10 different values in graphite

HW: Chapter 12; Value

Class 2: Discussion: Chapter 12

Demonstration: Non-objective B&W collage w/ focal point

Project: 19 x 24" collage with shapes from class 1 with strong focal point

HW: 3 sketchbook drawings

Week 5: Composition study

Class 1: Demonstration: Project introduction with negative space and complementary color

Project: Observe a composition and transfer the shapes using a gird.

HW: Chapter 5; Balance

Class 2: Discussion: Review of Chapter 5

Project: Paint positive / negative spaces of composition in cross complimentary colors

HW: 3 sketchbook drawings

Week 6: Midterms

Class 1: Sketchbook Collection #2

Midterm Quiz 20 questions vocabulary and short answer ½ point each

Group midterm critiques minutes of discussion per student

HW: Chapter 6; Rhythm

Class 2: Discussion: Chapter 6

Project: Malevich Remix; an interpretive recreation of a Malevich drawing to explore rhythm

HW: Independent Project #2

Week 7: Pattern

Class 1: Independent Project #2 Due

Demonstration: Slide show, pattern, rhythm, and focal point

Project: Still life with apples in graphite and sharpie 19 x 24" Bristol

HW: Chapter 9; Pattern and texture

Class 2: Discussion: Review of Chapter 9

Project: Choose a hierarchy of focal points and apply pattern to class 1 drawing

HW: 3 sketchbook drawings

Week 8: March 1 – 9: Spring Break no classes

Week 9: Visual Unity

Class 1: Demonstration:

Project: Select a single still life prop and repeat it in variations across a 19 x 24" composition

HW: Chapter 2; Unity

Class 2: Discussion: Chapter 2

Project: Apply an additional element to the subject from class 1 to re-enforce unity (pattern, color, value, etc.) Create unity with a distinct sense of rhythm and focal point.

HW: 3 sketchbook drawings

March 13: Opening reception for the faculty show Payne Gallery – attendance mandatory

Week 10: Color Relationships / Color Theory

Class 1: Demonstration: Slide show 3 properties of color (value, hue, saturation)

Project: Draw non-objective shapes across 3 compositions. Composition 1 is monochromatic, composition 2 has multiple hues / saturations with a single value, composition 3 has a full range of hues / values / and saturations

HW: Chapter 12; Value

Class 2: Discussion: Chapter 12

Project: Class 1 project continued

HW: 3 sketchbook drawings

Week 11: Color Continued

Class 1: Sketchbook Collection #3

Demonstration: Slide show on color relationships, value, and temperature

Project: Still life arrangement with graphic shapes, color, value, and temperature

HW: Chapter 3; Emphasis and focal point

Class 2: Discussion: Chapter 3

Project: Class 1 project continued

HW: Independent Project #3

Week 12: Illusion of Depth

Class 1: Independent Project #3 Due

Demonstration: Space / Flatness / Visual overlap

Project: Single point perspective with invented shapes and applied color to communicate depth

HW: Chapter 10; Illusion of Space

Class 2: Discussion: Chapter 10

Project: Two-point perspective with invented shapes

HW: 3 sketchbook drawings

NYC field trip April 4

Last day to withdraw passing

Week 13: Motion

Class 1: Demonstration: Visual elements and motion

Project: 6 image storyboard composition to establish narrative and movement

HW: Chapter 11; Movement

Class 2: Discussion: Chapter 11

Project: Movement within a single frame

HW: 3 sketchbook drawings

April 11: Sophomore review

April 12: Presidents Inauguration

April 13: Senior thesis exhibition – attendance mandatory

Week 14: Cubist Challenge

Class 1: Demonstration: Discussion on Picasso's *Harlequin* painting

Project: An interpretive recreation of cubist painting to explore shape, depth, color, and flatness

HW: Study guide for final quiz and critiques

Class 2: Discussion: Review vocabulary and class concepts for final quiz

Project: Class 1 project continued

HW: Independent Project #4

Good Friday – No classes

Week 15: Final Critiques

April 21: Eastern Monday No Classes (evening classes held)

Class 1: Final Quiz 20 questions vocabulary and short answer ½ point each

Sketchbook Collection #4

Independent Project #4 due

Digital Portfolio due

All Assignments due

Class Critique: Group A

Class 2: Class Critique: Group B

Week 16: Final Critiques

Class 1: independent meetings by appointment with studio majors and graphic design majors

Class 2: independent meetings by appointment with studio majors and graphic design majors