

Moravian College
Studio Art

Course number and title: ART 142

Semester: Spring 2015

Meeting time and location: 6:30 – 9:00pm 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, 9th 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 the 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. Readings are included as a part of each week's 6 hours of independent homework. Knowledge of readings will also be demonstrated through quizzes and sketchbook notes.

Sketchbook:

Students should keep a sketchbook of organized ideas, notes, and drawings. Sketchbooks provide students with an opportunity to make compositional sketches, outline plans, and take notes on class concepts. Students should also take notes on required reading in the sketchbooks.

Mid-Term and Final Quiz:

The mid-term and final quiz will consist of multiple choice and short answer questions regarding vocabulary and concepts covered during class. The midterm and final quiz are each worth 15 points.

Reading Quiz:

4 times throughout the semester students will take a short quiz on textbook readings. The quiz will be 5 questions each worth 1 class point. Questions will be based on weekly readings from the class textbook. Quiz dates are marked on the class schedule.

NYC Field Trip: Friday, March 27

Students will travel to New York City for a gallery / museum tour. More information about the trip will be distributed later in the semester. 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 March 27 trip. If a student is unable to attend the NYC field trip he / she is responsible for making advance arrangements to attend the alternate 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

Reading quiz = 20 points

Independent projects = 20 points

Mid-term quiz = 15 points

Final quiz = 15 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)
- Reading Quiz: 4 quizzes on textbook reading will be given throughout the semester. Each quiz will be worth 5 points. All 4 quizzes will make up 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: Questions will be multiple choice or short answer (written definitions need to match those taken from the textbook glossary)

Instructor reserves the right to apply qualitative judgment to these assignments

Saving and Disposing of Artwork:

Students should save and photograph examples of their work from all classes (particularly beginning studio classes) for the sophomore review.

Disability:

Students who wish to request accommodations in this class for a disability should contact Ms. Elaine Mara, Assistant Director of Academic & Disability Support, located on the first floor of Monocacy Hall (extension 1401). Accommodations cannot be provided until authorization is received from the Academic & Disability Support office.

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 2015

Class dates and lessons subject to change

Week 1: Introductions

Class 1: Syllabus / Material Distribution / Introduction

Demonstration: Introduction to drawing (format / 3 line widths / 3 line weights)

Project: Still life drawing

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

Class 2: Project: Still life drawing

January 22 Payne opening, War, Peace and the Just Society InFocus photo exhibit

Week 2: Drawing (continued)

Class 1: Demonstration: Considering format divisions (positive space / negative space / figure / ground)

Project: Still life drawing

HW: Chapter 7; Line

Class 2: Project: Still life drawing

Week 3: Drawing (continued)

Class 1: Reading Quiz #1 (5 points)

Demonstration: Measurement and placement as it applies to composition

Project: Still life drawing

HW: Chapter 4; Scale and Proportion

Class 2: Project: Still life drawing

HW: Independent project #1 (free choice)

Week 4: Visual overlap and Continuation

Class 1: Independent project #1 due

Demonstration: How shapes join together to form a complete composition

Project: Still life drawing

HW: Chapter 8; shape

Class 2: Project: Still life drawing

Week 5: Emphasis and Focal Points

Class 1: Demonstration: Using value and color to establish visual hierarchy

Project: Hierarchy by number (master copy)

HW: Chapter 3; Emphasis and Focal Point

February 18 HUB reception for Debra Torok's InFocus/Amnesty International poster show

Class 2: Project: Hierarchy by number

Week 6: Value Expanded

Class 1: Reading Quiz #2 (5 points)

Demonstration: Contrast, value range, and focal points

Project: Value by number (master copy)

HW: Chapter 12; Value

February 25 – Visiting Artist Workshop 4-6, artist talk 6:30 (artist to be announced)

Class 2: Project: Value by number (master copy)

HW: Independent Project #2

Week 7: Midterms

Class 1: Independent Project #2 Due

Project: Open Session (free choice project)

HW: Chapter 11; Illusion of Motion

Class 2: Project: Open Session (free choice project)

March 5, Angie Fraleigh's Lehigh show reception/artist talk

Week 8: March 9 – 13: Spring Break no classes

Week 9: Pattern

Class 1: Demonstration: Non-objective drawing with pattern to explore focal points / rhythm / repetition / scale / detail / etc.

Project: Non-objective drawing with pattern

HW: Chapter 9; Pattern

Class 2: Project: Non-objective drawing with pattern

March 19, Thursday, Payne opening, Lehigh Art Alliance

Week 10: Unity

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

Project: Cardboard box still life

HW: Chapter 2; Unity

Class 2: Project: Cardboard box still life

March 27, Friday, NY trip (alternate weekend trip on a date to be announced)

Week 11: Rhythm and repetition

Class 1: Reading Quiz #3 (5 points)

Demonstration: Why repeating any visual makes for a better composition

Project: Takeout still life

HW: Chapter 6; Rhythm

April 1, Wednesday, closing reception, Women's Show, HUB

Class 2: Project: Takeout still life

HW: Independent Project #3

Week 12: Color (value / temperature)

No classes Monday, April 6th after Easter

Class 1: Independent Project #3 Due

Demonstration: Slideshow and color theory

Project: Color by number

HW: Chapter 13; Color

Class 2: Project: Color by number

Week 13: Color (saturation / intensity / relationships)

Class 1: Demonstration: Slideshow and color theory

Project: Color by number

HW: Chapter 5; Balance

Class 2: Project: Color by number

April 17: Sophomore review

Week 14: Cubist Challenge / Open Sessions

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

Project: An interpretive recreation of cubist painting to explore shape, depth, color, and flatness / optional open session (free choice project)

HW: Study guide for final quiz and critiques

April 21 and 22, Tues and Wed, 4-6, Senior Art Talks, Payne Gallery (tentative)

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

Project: Class 1 project continued

HW: Independent Project #4 / prepare for final critique week

Good Friday – No classes

Week 15: Final Critiques

Class 1: Final Quiz (15 points)

Reading Quiz #4 (5 points)

Independent Project #4 due (5 points)

All Assignments due

Class Critique: Group A

Class 2: Class Critique: Group B

May 1, Friday, Art Department classes end

Week 16: Individual 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

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