

Moravian College  
Studio Art

Course number and title: ART 142 Visual Foundations

Semester: Fall 2015

Meeting time and location: Section A: 9:00-11:30 Section Z: 6:30 – 9:00pm Mon / Wed, Room 8

Instructor: Natessa Amin

Office Hours: Before or after class by appointment only

Instructor contact: email: [Aminn@moravian.edu](mailto:Aminn@moravian.edu) / [Natessaamin@gmail.com](mailto:Natessaamin@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 biweekly 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*, 9<sup>th</sup> 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 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.

#### Midterm 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:

2 times throughout the semester students will take a short quiz on textbook readings. The quiz will be 5 questions each worth 2 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, Nov. 6th

Students will travel to New York City for a gallery / museum visit. 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 Nov. 6th 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.

**CELL PHONES:** Must be turned on SILENT and put away. No Texting.

#### 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.
- 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.

**Bi-WEEKLY READING ASSIGNMENTS:** these are short weekly readings that you choose from the art library/ magazine rack in the art office. Set aside 1 hour each week to read at least one art article from: Art Forum, Art in America, Art News, Art History, Art Journal, Art Bulletin, October, New Criterion, Elephant, Art Ltd. Etc...Online journals and blogs such as Hyperallergic, Bomb Magazine, Art Critical, Contemporary Art Daily, and Art F City may also be visited.

Write a short response to the reading. What was it about? How does it or doesn't it pertain to you as an art maker? Was there a subject that you didn't understand how did you address

understanding it? There are many more questions that may be specific to the variety of article you will be reading.

Each reading assignment should be short with at least one bibliography.

## Class Schedule: Visual Foundations: Fall 2015

\*Class dates and lessons subject to change\*

### Week 1: Introductions

**Mon 8/31:** Syllabus / Material Distribution / Introduction

**HW:** Chapter 1, P.4-25; Design Principles

**Sketchbook (SKBK):** Take notes on the reading here. Find and visually define or express two visual examples that relate to the assigned reading (be prepared to discuss your examples on Wednesday)

**Wed 9/2: Defining the picture plane/Understanding craft**

Lecture: Review and discuss reading and examples

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

Project: Still life drawing

**HW:** Quick Design: LOGO, MARK or SYMBOL that represents Poverty and or Inequality  
*6" x 6" in Sketchbook*

**\*Thurs, Sept. 3rd Payne opening, Tiger Strikes Asteroid, Contemporary Gallery**

**\* Attend opening 6:30-8pm\***

### Week 2: Defining the elements of visualization (seeing) with composition studies

**Mon 9/7--**Labor Day, Classes held, some offices will be closed.

Lecture: Unity

Project: Still life drawing

**HW:** Chapter 7; Line p.130-133, pp.143-147

*\*Tues 9/8--Final day for course changes (drop-adds)\**

**HUB Gallery Reception, 4:30pm – Kris Kotsch “As the Crow Flies”**

**Wed 9/9:** Discuss reading

Project: Contour and Gesture Drawings

**HW:** Assignment One, *Subdivision of a groundsheet*

### Week 3:

**Mon 9/14:** Critique Assignment 1

Demonstration: Measurement and placement as it applies to composition

Project: Still Life using simple shapes

**HW:** Ch.8 p.152, p.156 & pp160-173.

**Wed 9/16:**

**Reading Quiz #1 (10pts)**

**BIWEEKLY READING ASSIGNMENT #1 DUE**

Project: Still life drawing

**HW:** Assignment two, Calligraphy collage

## **Week 4: Visual overlap and Continuation**

### **Mon 9/21:**

Demonstration: How shapes join together to form a complete composition

Artist to look at: Ellsworth Kelly

Project: POS/NEG composition study; Subject and Emphasis

HW: Read Ch. 2 p.29-35 & Ch 3 p.56-69

### **Wed 9/23:**

Project: Still life drawing

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?

## **Week 5: *Balance and Symmetry***

### **Mon 9/28:**

Lecture: Balance and Symmetry

Project: POS/NEG and Subject/Symmetry composition studies

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

### **Wed 9/30:**

**BIWEEKLY READING ASSIGNMENT #2 DUE**

Balance and Symmetry: Work in class

## **Week 6:**

### **Mon 10/5: Midterms**

Chaos & Control: *Work in class*

SKBK (value and scale with line & texture 50 examples)

(Individual Midterm REVIEW)

**Midterm Vocabulary Quiz: Terms & Usage**

### **Wed 10/7:**

Group critique (balance and symmetry)

SKBK: texture examples (15-20 examples), expressive line (15-20 examples)

HW: Read: ch.10 p.195-201

\*Thurs, October 8, 6:30-8 pm Payne Gallery Reception – Jules Buck Jones (installation sculptor)\*

*\*\*Sat-Tues, Oct. 10-13 Fall Break\*\**

**Week 7:**

**Mon 10/12: Fall Break No Class**

**Wed 10/14:**

*Lecture: Graph and grid.*

Project: Texture space collage Old Masters collage project

HW: Read: Ch.11 p. 232 & 233, p.220 & 221

SKBK: collage and sketch your examples, define (written) and be prepared to discuss and bring in example for your composition for Grid Collage.

**Week 8:**

**Mon 10/19**

Work in class on Old Masters grid/collage .

**Wed 10/21**

*Work in class & Individual critique*

SKBK: Color (collect several examples and express time and movement, scale & space)

**BIWEEKLY READING ASSIGNMENT #3 DUE**

**Week 9: Pattern**

**Mon 10/26**

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

**Wed 10/28**

Critique of grid project

Project: Non-objective drawing with pattern

HW: Color Ch.13 p.153-187

**Week 10: Color**

**Mon 11/02**

*Color:* Slide presentation, introduction of color value studies

demonstration: Color mixing / 3 properties of color (value, hue, saturation)

HW: Color mixing grid

**Wed 11/4 Reading Quiz #2 (10points)**

project: complementary color still life

**BIWEEKLY READING ASSIGNMENT #4 Due**

HW: complete still life/fieldtrip paper

**\*\*\*FRIDAY NOV 6 NYC TRIP\*\*\***

**\*Last Day to withdraw with a W\***

**Week 11: Rhythm and repetition**

**Mon 11/9**

Demonstration: Why repeating any visual makes for a better composition

Project: Restaurant branding/color

HW: Chapter 6; Rhythm

**\*Tues 11/10, 4:30 pm HUB Gallery Reception – Matt Beniamino '13 – Invision Photo Festival\***

**Wed 11/11**

Project: Restaurant branding/color

HW: complete branding project

**\*Thurs 11/12, 6:30-8 pm Payne Gallery Reception – Mavis Smith (egg tempera painter)\***

**Week 12:**

**Mon 11/16:**

Group Critique, grid and still life

Final project overview-Proposal for public art piece on Moravian College Campus

Project: self portrait collage: Work in class

**Wed 11/18:**

self portrait collage work in class

Field trip paper due via email by midnight

HW: work on collage/bring in first draft idea for final project

**Week 13:**

**Mon 11/23**

Collages/Present final project idea in class

***THANKSGIVING BREAK NO CLASS WED-SUN***

**Week 14: Open Sessions**

**Mon 11/30**

Work on final project

Discussion: Review vocabulary and class concepts for final quiz

**\*4:30 pm, HUB Gallery – closing reception for student show\***

**Wed 12/2**

Work on final project

**BIWEEKLY READING ASSIGNMENT #5 Due**

**Week 15: Final Critiques**

**Mon 12/7**

Reading Quiz #4 (5 points)

Final Projects due

All Assignments due/Class Critique: Group A

**Wed 12/9**

Class Critique: Group B

\*Fri. Dec 11th classes end\*

**\*Fri. 11/11, 11:45 am, HUB Gallery Reception – Kristin Baxter FYS Class Show\***

**Week 16: Individual Critiques**

**Mon 12/14 - Fri 12/18**

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