

Elizabethtown College
Department of Fine & Performing Arts
Fundamentals of Color & Design

Fall 2015

ART 370 Fundamentals of Color & Design

Steinman Hall Room 109, Reference Number 28215, 2 credits

Professor: Kristi Arnold

Monday 2:30-4:30pm

Office Hours: Mondays at 4:30pm-5:30pm and by appointment.

Office Location: Steinman Hall, Room 103

Phone: 717-361-1433

Email: arnoldkl@etown.edu

www.kristi-arnold.com

Important Dates:

August 24th: Classes begin

September 7th: No classes, Labor Day

October 5-6th: No classes, Fall Break

November 26-27th: No classes, Thanksgiving Break

December 7thth: Final critique, 11am-2pm

School Closure: If classes are cancelled, delayed, or the college closes, it is the student's responsibility to check their email for instructions on the assignment for the day(s) of missed classes.

Catalog Description: The elements of design and color and their structural relationships as applied to problems in two and three dimensions. The course uses a variety of media and is designed to generate lesson plans suitable for elementary, middle and high school instruction. A laboratory fee is required.

Required Text:

- *Launching the Imagination*, Mary Stewart (5th edition)
ISBN: 9780073379302

Written tests will be given throughout the course.

*** Book available to purchase or rent through the bookstore. Also available on amazon.**

Student Learning Outcomes

Upon successful completion of the course the student should be able to:

- Investigate, compose and arrange elements of design to produce compositions which attend to both surface and deep space illusions
- Exhibit an awareness and understanding of the basic principles, gestalt theory, and color theory
- Demonstrate craftsmanship and presentation skills with a group of work to be included in the student's transfer portfolio
- Demonstrate the ability to articulate concepts and terms used in class during critiques/oral presentations
- Analyze the designs of multi-cultural artists
- Create a body of work which uses design principles

- Illustrate visual organizations from the arrangement of geometric and organic shapes
- Demonstrate knowledge of color theory; color relativity and interaction

Course Description

This course introduces the principles of design through the three basic components of art: subject, content, and form. Students will learn how to effectively manipulate the elements and principles of two-dimensional design to create non-objective, abstract, and representational compositions. Students will also develop inventive concepts using various problem-solving strategies, such as critical thinking and analysis, brainstorming and idea maps. Formal aspects (contour, perspective, composition, scale, geometric and organic form, line structure, gestalt theory, texture, color theory and value relationships, etc.) will be emphasized throughout the course. Conceptual ideas and how they relate to design/composition will be introduced in addition to art historical examples and art criticism through critiques.

Planned Sequence of Learning Activities

The following topics will be addressed in the context of lecture, showing visual images, demonstrations, and critiques:

- Color – color wheel, color mixing, simultaneous contrast color systems, optical/local color, temperature, additive/subtractive.
- Value – high –low keys, chiaroscuro, and gray scale.
- Perspective – lecture on ways to create illusory space; 1 pt., 2 pt., 3 pt., flat, shallow and atmospheric space.
- Historical and cultural 20th century design, architecture and fine art in accordance to State Education guidelines.
- Presentation – demonstration on the methods of mat cutting and discussion of papers/collage project.
- Gestalt theory – closure, continuance, similarity, contrast, golden mean.
- Composition types of balance triangulation, unity, harmony, variety, movement figure/ground relationship, focal point.
- Line variation.
- How to critically view, discuss, and write about art historical, contemporary, and student examples.

* Keep a class journal (three ring binder) consisting of the following:

- Class Syllabus
- Class Notes
- Assignment Sheets
- Class Handouts
- Sketches, research, etc.

Attendance

It is impossible to really “make up” missed demonstrations or critiques and getting the information second-hand is rarely satisfactory. **After 3 absences, student’s grades will be decreased by half a letter grade. If students miss more than 6 classes, students will be withdrawn from the class by the instructor (unless other arrangements have been made and a grade of WF will be given).**

Project Due Dates

Projects are due at the beginning of class on the due date. Only assignments that are completed on time will receive full credit. **Projects that are late will receive a 0 for the project.**

*In addition to creative projects, there will also be a few written tests.

Grading

Grading will be based on class participation and fulfillment of required assignments.

- In-class projects 70%
- Presentation 10%
- Artist Paper 10%
- Attitude, work ethic, preparedness 10%

Grades will be defined as follows:

- **A = Outstanding.** Expansive investigation of ideas and excellent composition. All assignments completed on time, with at least one extra credit project presented. Insightful contributions to critiques and presentations. Goes substantially beyond minimum requirements.
 - A+ (97-100)
 - A (93-96)
 - A- (90-92)
- **B = Above average.** Substantial investigation of concepts and compositions; excellent craft. All assignments completed on time, insightful contributions to critiques.
 - B+ (87-90)
 - B (83-86)
 - B- (80-82)
- **C = Average.** All assignments done competently and completed on time. Strong participation in critiques.
 - C+ (77-80)
 - C (73-76)
 - C- (70-72)
- **D = Marginal work.** Two or more late projects, limited investigation of ideas, poor craft or incoherent compositions, or excessive absences. Limited contribution to critiques.
 - D+ (67-70)
 - D (63-66)
 - D- (60-62)
- **F = Unsatisfactory work.** Course failure due to minimal idea development, poor craft, disjointed compositions, lack of participation, late assignments, or excessive absences.

Assessment:

Grades are based on four major factors.

- Is the work conceptually inventive? Have you demonstrated a solid grasp of problem content? Did you really grapple with the ideas presented in each assignment?
- Is the composition visually compelling? Is every square inch fully engaged? Have colors been chosen well? Is the image unified? Energized? Balanced? Well crafted? Followed directions?
- What was the nature of your learning process? Did you use class time effectively and come prepared to learn? Did you take risks? How many solutions did you invent for each problem? How substantial were your contributions to team meetings and critiques?

- Were you able to verbally discuss your concepts/projects during presentations? Did you actively engage in discussions and critiques?

Projects: Individual project grades will be based on interpretation of the assignment, effort, artistic expression, creativity, and craftsmanship.

Sketchbooks: 2 pages per project. This can include resource material, written analysis, and preliminary sketches.

Class participation: This includes contribution to class discussion and communication with the instructor as well as fellow students. It is important that students are present in class physically and mentally. This can be accomplished by giving your full attention to class exercises and assignments, participating honestly and constructively in critiques and respectfully responding to the work of your classmates and yourself on a class-to-class basis. Students must come to each class prepared with all the basic materials listed in this syllabus and any extra materials needed for a particular assignment.

Presentation and Art Criticism:

With each project, students will present their work to the class on the date due at the beginning of class. This is an opportunity to correctly use art and design terminology learned throughout the course and to examine the principles of aesthetics through art criticism. Discussing one's work generates interesting conversations with other students and creates a sense of camaraderie. It also eases the fears associated with public speaking and aids in verbally describing one's work. Students will be given around 10 minutes per project, in which it will be presented as so:

1. Spend the first 5 minutes introducing your project (incorporating vocabulary from the text). Things to consider/discuss: difficulties that arose; what you were thinking about conceptually; satisfaction/dissatisfaction with the end-result.
2. The last 5 minutes will be open for discussion/critique of the presented work.

* Please remember to be courteous and respectful to others. Empathy is key for constructive criticism.

Fulfilling the basic requirements of the class will ensure you a "C". I am most concerned with seeing effort, enthusiasm, and growth throughout the course. Going well above and beyond these requirements will lead you to a higher grade. Ask me if you have any questions about this.

Expectations for the Class:

Great design requires concentration and effort. During class, you should be working, taking notes, participating in class discussions, or listening to critiques and lectures. Please be respectful of your classmates, and keep any personal conversation quiet and to a minimum. Have fun!!

Everyone has a crisis in life now and then. I am far more lenient with students who maintain a good attitude, work hard, and submit their assignments in a timely manner than with below average students who repeatedly ask for exceptions on their behalf.

Academic Integrity & Dishonesty Policy

Students are expected to write/create in their own words and to document their sources and references. Students are responsible for familiarizing themselves with the College policy on plagiarism and cheating in the handbook *Academic Integrity at Elizabethtown College*. Academic dishonesty is defined as an intentional act of deception in which a student seeks to claim credit for the work or effort of another person, or uses unauthorized material or fabricated

information in any academic work. It includes, but is not limited to: cheating, plagiarism, buying or selling of class documents, falsifying of one's own or another's records, or knowingly assisting someone who engages in any of the above.

Depending upon the nature and severity of the dishonest act, the faculty and the College may discipline a student for verifiable acts of dishonesty occurring in or out of the classroom. This policy shall be implemented according to regulations approved by the President.

***Academic dishonesty will not be tolerated and may result in a failing grade for this course or a zero for the project.**

FACULTY INITIATED WITHDRAWAL:

If a student's absences from class (*6 missed classes) and/or disruptive behavior become detrimental to the student's progress or to the progress of the other students in class, the faculty member shall seek the aid of the office of the Art Department Chair to help insure contacting the student. The office may initiate a student withdrawal from the class.

Course Syllabus Statement on Disability

Elizabethtown College welcomes otherwise qualified students with disabilities to participate in all of its courses, programs, services, and activities. If you have a documented disability and would like to request accommodations in order to access course material, activities, or requirements, please contact the Director of Disability Services, Lynne Davies, by phone (361-1227) or e-mail daviesl@etown.edu. If your documentation meets the college's documentation guidelines, you will be given a letter from Disability Services for each of your professors. Students experiencing certain documented temporary conditions, such as post-concussive symptoms, may also qualify for temporary academic accommodations and adjustments. As early as possible in the semester, set up an appointment to meet with me, the instructor, to discuss the academic adjustments specified in your accommodations letter as they pertain to my class.

The Pennsylvania Human Relations Act ("PHRA") prohibits discrimination against prospective and current students because of race, color, sex, religious creed, ancestry, national origin, handicap or disability, record of a handicap or disability, perceived handicap or disability, relationship or association with an individual with a handicap or disability, use of a guide or support animal, and/or handling or training of support or guide animals.

The Pennsylvania Fair Educational Opportunities Act ("PFEAct") prohibits discrimination against prospective and current students because of race, religion, color, ancestry, national origin, sex, handicap or disability, record of a handicap or disability, perceived handicap or disability, and a relationship or association with an individual with a handicap or disability.

Information about these laws may be obtained by visiting the Pennsylvania Human Relations Commission website at www.phrc.state.pa.us.

STUDIO ETIQUETTE

We share this classroom with others, so leaving it in good order at the end of the class is important. When you leave please

- Clean up containers, and other residue of your activities.
- Remove all artwork from the walls unless directed otherwise by the instructor.
- Do not deposit pencil shavings onto the floor; sharpen into a bag or container.
- Thoroughly clean brushes and paint.
- Text messaging or phone calls are not allowed unless an emergency.

SUPPLY LIST

Each student **must** bring the following to **every class**—that means every class!!! There should be no confusion here!!!

- **2B Pencil**
 - **Eraser**
*Paint will be provided in class. If you want paint to work on projects at home, it is recommended purchasing these:
 - **Liquitex Naphthol Crimson or Cadmium Red Medium**
 - **Liquitex Cobalt Blue**
 - **Liquitex Cadmium Yellow Medium**
 - **Liquitex Titanium White**
 - **Liquitex Mars Black**
 - **Palette knife**
 - **Sketchbook**
1. Class journal (three ring binder) or folder
 2. *Launching the Imagination*, Mary Stewart (5th edition)
 3. Box for materials (tackle box)
 4. Portfolio—I will give instructions on how to make one inexpensively if you choose to make one. Otherwise a simple brown portfolio will suffice or a black one with a zipper (though these tend to be more expensive).
 5. Paper palette or watercolor tray for paint
- *Other materials as designated by a particular project
Materials available online at Dick Blick

Items supplied in the classroom:

Paint

Brushes

Black India ink and pens with nibs

Masking tape

Paper plates

Pencil sharpener

Compass

Utility knife

Scissors

Metal ruler, 18 inch or longer

Rubber cement or glue stick

11 X 14 inch Bristol board pad

Illustration board, mat board,

specialty paper

Faber-Castell Black PITT Artist Fineliner Set (4 pens)

Color Wheel

4 x 4 inch linoleum block

Speedball linoleum cutters

Course Schedule:

Each assignment is due at the beginning of each class on the due date. This means homework is required. Each student will be given 10 minutes for a short presentation/critique on the date that it is due. Following critiques, the next project will be assigned. Assignments are subject to change according to class pace, etc.

Project 1: Line Inventory, Line Dynamics, and Texture

Project 2: Shape Inventory, Symmetry, and Asymmetry

Project 3: 1, 2, & 3 point Perspective

Project 4: Figure/Ground Reversal

Project 5: Accordion Book Project/Gestalt Theory

Project 6: Color Theory/ Color Wheel/Color Value Color Theory: Complementary Colors

Project 7: Final Project: Color Theory-pattern design with linocut

Syllabus Disclaimer:

All projects and due dates are subject to change by the instructor at any given time.