



ART 111: Design 1

SYLLABUS

FALL 2014

This course is an introduction to the dynamic shaping of surface and space to create expressive communication. Art 111 is an integrated 2D and 3D foundations course preparing students with fundamentals to enter either the Fine Art or Visual Communications programs after their foundation year. Projects will concentrate on visual and verbal vocabulary with emphasis on organizational principles relative to art elements. Deadlines are mandatory just as in the professional world. Student process and progress will be documented and presented within each problem. Combined conceptual thinking (telling a story), critical thinking (verbal/visual vocabulary), creative thinking (problem solving), strong technical and communication skills, as well as imagination are crucial.

ART 111-012

101 Taylor Hall

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Office Hours: 4:30 – 5:30 Tue/Thur

COURSE WEBSITE / Sakai

<https://sakai.udel.edu/portal> (you must log-in with your udel ID and password)

This Sakai website, 14F-ART111 Design I, is the “course website” for this course. It will be used for distribution of resources, announcements, syllabus, schedule, and assignments. Bookmark this website and check it often.

COLLOQUIUM SCHEDULE

<http://udart.weebly.com>

Course Objectives

Students will be able to:

1. Describe and speak articulately and critically about their work and the work of other artists. Critically communicate how their work is influenced by other artists.
2. Describe the fundamental elements and principles of design as they relate to 2D and 3D art.
3. Apply the fundamental elements and principles of design and how they translate into their choice of materials to express issues such as content and subject matter.
4. Analyze and integrate a variety of subjects from observation and imagination. Given a problem, determine the strategies that would be necessary to solve it (experimentation).
5. Evaluate and critique the work of others as well as their own work.
6. Create work that demonstrates technical proficiency with emphasis on process, refined craftsmanship and communicating an idea visually. Students will display their work on a final CD-r portfolio and on Sakai.

2D Related Issues

The 2D projects will begin with teaching the students the fundamentals of 2D compositions dealing with elements and principles of design. As composition skills improve, creative thinking skills will be emphasized to help the student learn to express surprising, original and inevitable concepts/stories.

While discussed separately below, both sets of evaluation criteria are applied during the critiques. But emphasis towards one or the other will shift according to the assignment.

Compositions of visual interest

Compositions must be visually interesting to the world at large, not just the artist creating the work. Only fresh new composition will be interesting.

Conceptual thinking/Telling a story

Students must learn to tell stories in their projects. These stories must be surprising, original and inevitable.

Surprising

The story must have an impact on the viewer and be compelling. The viewer should want to now share the story with others.

Original

The project solution must tell the story in a fresh new way. The instructor will serve as a guide as to whether the story is told in a fresh new way.

Inevitable

The project solution must make sense for the story to be told in the proper way.

3D Related Issues

The 3D projects will begin with teaching the students about the fundamental aspects of composing a three dimensional object dealing with volume, visual mass, negative space, surface texture and proportion. Projects build in complexity with the addition of more complex external concepts of process, light, time and space.

Course Requirements

Textbooks

MANDATORY TEXTBOOK (available in the UD bookstore and online sources)

Art Fundamentals: Theory and Practice
12th edition (highly preferred) or 11th
edition (new or used)

Ocvirk, Stinson, Wigg, Bone, Cayton
(McGraw-Hill Publishing) ISBN10:
0073379271

Also required for ART113 DESIGN II (spring
semester)

<http://www.amazon.com/Art-Fundamentals-Practice-Otto-Ocvirk/dp/0073526525>

*The Universal Traveler: A Soft-Systems
Guide to Creativity, Problem-Solving*
Koberg, Bagnall ISBN-10: 1560526793
Published 2003 (new or used)

Also required for ART118 COLLOQUIUM

http://www.amazon.com/Universal-Traveller-Creativity-Reaching-Professional/dp/1560520450/ref=sr_1_3?s=books&ie=UTF8&qid=1371837527&sr=1-3&keywords=universal+traveler

Projects

Five projects completed throughout the
semester plus on CD digital portfolio of the
semester projects.

Attendance

Attendance is mandatory. Students should
not to be absent without adequate reason.
Deficiency in any required work resulting
from absence from class must be made up to
the satisfaction of the instructor. A student
who is absent from a course without
adequate reason may be assigned a failing
grade. The responsibility for defining
attendance expectations is left to the
individual faculty member, subject to the
guidelines of the University Attendance
Policies.

http://academiccatalog.udel.edu/Pub_ShowCatalogPage.aspx?CATKEY=CATKEY_471&ACYEAR=2013-2014&DSPL=Published

Calendar

AUGUST

T 8/26

ART118 Colloquium Project #1 Intro

W R 8/27 8/28

SEPTEMBER

T 9/2

W R 9/3 9/4

Student Multimedia Design Center
Library Resources
Morris Library

M T 9/8 9/9

ART118 Colloquium Project #2 Intro

W R 9/10 9/11

M T 9/15 9/16

Project #1 DUE

W R 9/17 9/18

M T 9/22 9/23

ART118 Colloquium Project #3 Intro

W R 9/24 9/25

M T 9/29 9/30

Project #2 DUE

OCTOBER

W R 10/1 10/2

M T 10/6 10/7

W R 10/8 10/9

M T 10/13 10/14

Project #3 DUE

ART118 Colloquium Project #4 Intro

W 10/15
R 10/16 No Class NYC

M T 10/20 10/21

W R 10/22 10/23

M T 10/27 10/28
Project #4 DUE
ART118 Colloquium Project #5 Intro

W R 10/29 10/30

NOVEMBER

M T 11/3 11/4

W R 11/5 11/6

M T 11/10 11/11

W R 11/12 11/13

M T 11/17 11/18

W R 11/19 11/20

M T 11/24 11/25
Project #5 DUE

W R 11/27 11/28
Thanksgiving Break

DECEMBER

M T 12/1 12/2
Studio Clean-Up

W R 12/3 12/4
CD Digital Portfolio DUE

Evaluation Criteria

Students must learn to think laterally when brainstorming ideas. They must learn to generate multiple ideas free from evaluation, once the ideas are generated, then each one can be evaluated.

Projects will be evaluated on:

Research, Concept, and Creativity

- Depth of ideas explored

Craftsmanship

- Structural integrity and attention to details, especially at the connections or where different materials meet.

Execution

- Degree of success in realizing your conceptual goal. Consistently working on project during and outside of class.

Presentation

- Completed state of the project, how the work is presented and what you have to say about your project and other projects during the critique

Course Grading

Please be aware that we will have class critiques in which work is shared and discussed. By being part of this class, we each agree to address other people and their work with respect.

Projects are considered late if not submitted on the designated due date. Late projects have a negative impact on grading. Projects are not accepted if missed due to an unexcused absence. First year students receive a mid-semester grade. The final portfolio will be collected and graded at the end of the semester. Final grades are based on the collective total of the individual projects and final portfolio. In addition, attendance and class participation may be a weighted factor in the final grade. Final grades utilize the plus/minus system.

A = Outstanding. Expansive investigation of ideas and excellent composition. All assignments completed on time. Insightful contributions to critiques. Goes substantially beyond minimum requirements.

B = Above Average. Substantial investigation of concepts and compositions. All assignments completed on time, insightful contributions to critique.

C = Average. All assignments done competently and completed on time. Strong participation in critique.

D = Marginal Work. Late projects, limited investigation of ideas, incoherent compositions. Limited contributions to critiques.

F = Unsatisfactory Work. Course failure due to minimal idea development, disjointed compositions, lack of participation, late assignments, or excessive absences.

Studio & Supplies

Studio Hours

Taylor Hall 6:00am – 10:00pm daily (*TBD*)

Studio Rules

Through Away Policy

Safety and Hazardous Materials Policy

Spraying of fixative or any other toxic materials (spray mount, airbrush paint, etc.)

is not allowed in the Department of Art buildings and studios. Adequate ventilation is necessary if you spray mount any work. Do so OUTSIDE on the grass and not on the brick or pavement right outside the building.

No eating and drinking in the studios during class.

No cutting on tables. Use a cutting mat.

Clean up. Straighten up and push in your chairs before leaving.

Respect other people's property and art works.

Work in the studio after class time. Get to know your peers.

Do not 'chat' while professor is talking.

Take notes. Read your textbook for pertinent information.

Get information about assignments from classmates if you miss class.

Outside of class, email questions pertaining to the course.

Keep cell phones on 'vibrate' and in your pocket. No listening to iPods during class.

In an emergency take cell phone calls out of the studio.

Supplies List

TECHNOLOGY RESOURCES

DEPARTMENT OF ART

<http://sites.udel.edu/art-tech/>

PROJECT SUPPLIES

Supplies are available at Dick Blick and other online sources. If ordering from a source other than Dick Blick, be extremely careful to order the **exact items** listed below as

identified and described on Dick Blick

websites.

You are expected to acquire equipment and materials for projects. You may need to buy additional materials for specific projects.

Needs may vary based on individual student project ideas. Your studio instructor may also assign specific materials.

Also used for ART110 Drawing I
Art supply box
Portfolio case to transport your work to and from class
Sketch book at least 11" x 14"
Variety of drawing pencils 6B, 4B, 2B, 2H
Art gum eraser, kneaded eraser
Black fine tip marker

Project #1 and Project #2

Large self-healing cutting mat 18" x 24"
<http://www.dickblick.com/items/57522-7509/>
item # 57522-7509

Straight edge 24" metal ruler)
<http://www.dickblick.com/items/55632-1024/>
item # 55632-1024

X-acto knife and blades
<http://www.dickblick.com/items/57413-1511/>
item # 57413-1511

Tracing paper 9" x 12"
<http://www.dickblick.com/items/10609-3003/>
item # 10609-3003

2 Ply Bristol board or 100 lb. Bristol Board
(vellum surface) 9" x 12"
<http://www.dickblick.com/items/13312-1013/>
item # 13312-1013

Glue Stick
<http://www.dickblick.com/items/23822-0131/>
item # 23822-0131

Artist's Color Wheel
<http://www.dickblick.com/items/04951-0000/>

Project #3

Digital SLR Camera
Refer to ART116 Digital Media information.

Foam Core board white 3/16" thick @ 18" x 24"
Local purchase in Newark.

Spray Photo Mount
<http://www.dickblick.com/products/scotch-photo-mount-spray-adhesive/>

Project #4

Proforce 16-Gauge Tie Wire 3.5-lb Roll

http://www.lowes.com/pd_12148-16418-230085_0_?productId=50214567&Ntt=16+auge+black+bailing+wire&pl=1¤tURL=%3FNtt%3D16%2Bgauge%2Bblack%2Bbailing%2Bwire&facetInfo=

Craft Plier Set
<http://www.dickblick.com/items/33064-1069/>
item # 33064-1069

Project #5

Cardboard
http://www.uline.com/Grp_38/Corrugated-Pads

Hot Glue Gun
http://www.dickblick.com/search/?q=hot+glue+gun&x=0&y=0&sp_cs=UTF-8

X-acto knife and blades
<http://www.dickblick.com/items/57413-1511/>
item # 57413-1511

Utility Knife
http://www.dickblick.com/search/?q=utility+knife+&x=0&y=0&sp_cs=UTF-8

Rasps
<http://www.dickblick.com/products/sculpture-house-combo-wood-rasp/>

Final Portfolio

CD ROM