

ART 206 Form and Communication I

SYLLBUS

Fall 2015

Students create images by hand to use for graphic design communication, learning techniques and processes that communicate concepts. These processes and techniques are applied by using illustrative and representative imagery to communicate ideas in graphic design systems.

ART 206-010	MW 4:40p – 6:35p	REC009
MacLab	T 6p – 8p	REC203/SMCD
ART 206-011	MW 2:30- - 4:25p	REC009
MacLab	R 6p – 8p	REC203/SMCD

Professor Martha Carothers

martha@udel.edu

Office: 018 Taylor Hall

Office Hours: TW 10:00a – 12:00p and by appointment

Course Rational

This is an introduction to the Visual Communications world by way of mark making and hand building. This is not a "Drawing Class". This is a course in which you will utilize some drawing skills and hand created imagery to communicate an idea to the masses. You will have to use your conceptual mind and all of the creativity you can muster not to be "ordinary". Visual Communications is no ordinary field. You must be able to take an idea from the minds eye to the visual surface, whatever the surface.

There is in-depth discussion about ideas, projects, and materials. As future Visual

Communications professionals you are encouraged to develop your individual proficiencies.

Paying attention is vital to your understanding these applications. Students are expected to take organized notes in class and are invited and encouraged to add relevant input to class discussions. Your participation is important in order to share, experiment, and grow.

Course Objectives

By the end of the semester you will be able to:

Use the VC Lexicon (specific professional vocabulary) to critique their own work and the work of other students.

Demonstrate knowledge of historical and contemporary designers and artists.

Acquire a variety of analog and digital image methods and materials and apply them in design projects. Prepare, construct, and present materials in project solutions for critique and demonstrate skills in public speaking.

Apply a model of the creative process resulting in multiple forms of conceptualization, experimentation and visual communication with a point of view.

Student Accomplishments

1. Become more aware of the uniqueness of the field.
2. Gain familiarity with different B/W and color mediums.
3. Demonstrate the ability to develop a concept and carry it out through a finished project.

Student Qualities

VC'84 creative director Bill Tsapalas in NYC looks for the following qualities when hiring.

Requirements

- Creative problem solving skills that enable you to evaluate a creative approach, brainstorm, and seek unexpected, original and innovative ideas.
- Demonstrated ability to generate multiple design explorations and iterate designs to the satisfaction of creative lead and to utilize feedback.

Must have

- Strong verbal communication skills and ability to articulate your creative process, thoughts, ideas and a point of view about your work.
- Self-motivator - you can figure it out and get it done.
- You can work and play well with others.
- Be able to multi-task across different projects at any one time.

Neil Gaiman in his recent 'Make Good Art' speech commented people get hired because, somehow, they get hired. People keep working because

1. Their work is good.
2. And because they are easy to get along with.
3. And because they deliver the work on time.

And you don't even need all three. Two out of three is fine.

1. People will tolerate how unpleasant you are if your work is good and you deliver it on time.
2. They'll forgive the lateness of the work if it's good and if they like you.
3. And you don't have to be as good as the others if you're on time and it's always a pleasure to work with you.

Strive for all three.

Course Requirements

MacLab

MacLab meets in two sections on Tuesday and Thursday evenings. Attendance is **required** and recorded each class. MacLab meets on specified dates on the course calendar in Recitation 203 and the Student Multimedia Design Center in Morris Library. The VC senior MacLab Mentor is Sara Pfefer. The SMDC instructor is Nico Carver.

The purpose of MacLab sessions is to introduce and practice software programs related to projects in ART206 and ART202. Although you might think you know all you need to know, MacLab goes over basics and advanced aspects of programs. It quickly becomes apparent (negatively) in your projects if you are not attending MacLab.

In the REC203 MacLab, the user account that everyone uses on each computer is wiped every time the computer reboots or the student logs out and back in again. Therefore, any files saved in the user folder (includes the Desktop and Documents folder), will be gone after a reboot or upon the next login.

The reason for this change is to keep the user environment static, predictable and (hopefully) easier to use. This change, however, makes it critical that students save their work on removable storage (USB flash drives or hard drives). The ScratchSpace server share is available as before, but it is not backed up and may be cleaned out to make room at any time, so student-provided removable storage is preferred.

Peter Schwenk, Computer Support Specialist,
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Textbooks

MANDATORY TEXTBOOK

(available at UD bookstore and online sources)

Graphic Design: A History

Stephen J. Eskilson

2nd edition 2012 or 1st edition 2007

Yalebooks.com/Eskilson

ISBN: 978-0-300-17260-7

Online purchase: new approx. \$75

used as low as approx. \$35

This book is also assigned in spring semester for ART203 and ART207. So, rental both semesters is comparable to buying the book.

Textbook is available at Morris Library Course Reserves for reading in the library.

Course Website / Canvas

<http://www.udel.edu/canvas/>

You must log-in with udel ID and password.

This Canvas website is the website for the course. It is used for distribution of resources, announcements, syllabus, schedule, assignments, and critiques. Projects are digitally submitted as jpg files to Critboard. Bookmark this website and check it often.

Projects and blog/website

Five (or more) projects are completed throughout the semester plus supplemental sub-projects. Projects are introduced in class with project descriptions posted in Canvas along with resources. The project components are assigned during the process of solving the project. In other words, not all details or the final outcome are given at the beginning of projects. Projects are completed both in digital and hardcopy formats.

Subsequent to class, questions may be submitted via email to martha@udel.edu. Q&A are anonymously answered to all students via email.

Throughout the semester, students maintain a blog/website and post a final solution for all projects along with a brief written statement about each project. At the end of the semester, a final CD digital portfolio is due.

Critical Response

With each assignment, you are required to hand-in a typed, critical response to the project after the first critique. Instead of paragraph writing, use a list format.

- The issues about the project in the first comp.
- The changes to be implemented following the first critique.

No more than 1 page of text, typeset in 12 point Helvetica regular/roman, double-spaced. Include your last name at the bottom back center of the page. The format is posted in Canvas.

Due the very next class after the first critique.

If your individual work was not discussed in critique, you must critique your own work based on the class discussion and complete the critical response as specified.

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

Field Trip

Thursday, October 8

New York City

\$31 paid in the Art Office REC104

Depart Old College at 6:30 am and leave NYC at 9 pm to return to Old College by 12 midnight. The day events will be discussed in detail before the trip.

Must See

Nightscape: A Light and Sound Experience

By Klip Collective

Longwood Gardens

Kennett Square, PA

Wednesdays through Saturdays

Now – October 31, 2015

<http://longwoodgardens.org/nightscape>

Klip Collective Co-founder and Creative Director

Ricardo Rivera is an alumnus of UD/ART.

<http://www.klip.tv/about>

Calendar

The semester calendar is updated as each project is introduced and deadlines are determined for each project. The length of time to complete each project varies according to the components of the project, critiques, and progress toward completion.

SEPTEMBER

T/R 9/1-3 MacLab No class

W 9/2 Introduction

M 9/7 Labor Day No class

T/R 9/8-10 MacLab REC203

W 9/9

M 9/14

T/R 9/15-17 MacLab Morris SMDC

W 9/16

M 9/21

T/R 9/22-24 MacLab REC203

**T 9/22 Colloquium Smith130 5-6p
Visiting Designer Mikey Burton
<http://www.mikeyburton.com/>**

W 9/23 Class with Mikey Burton

M 9/28

T/R 9/29-10/1 MacLab Morris SMDC

**W 9/30 Class in REC followed by
presentation at Morris Library @ 4:30
<http://library.udel.edu/wp-content/uploads/2015/08/WillBradleyflyer.pdf>**

M 10/5

T/R 10/6-8 MacLab No class

W 10/7

**R 10/8 NYC Field Trip
Old College departure 6:30a**

M 10/12

T/R 10/13-15 MacLab REC203

W 10/14

M 10/19

T/R 10/20-22 MacLab Morris SMDC

W 10/21

M 10/26

T/R 10/27-29 MacLab REC203
W 10/28

M 11/2
T/R 11/3-5 MacLab REC203
W 11/4

M 11/9
T/R 11/10-12 MacLab REC203
W 11/11

M 11/16
T/R 11/17-19 MacLab REC203
W 11/18

M 11/23 Thanksgiving No class
T/R 11/24-26 Thanksgiving No class
W 11/25 Thanksgiving No class

M 11/30
T/R 12/1-3 MacLab REC203
W 12/2

M 12/7
T/R 12/8-10 MacLab No class
W 12/9

Visiting Artists/Designers

Our Art & Design Department has an impressive lineup of visiting artists and designers making presentations at the Colloquium in Smith 130 @ 5 – 6 pm. Please refer to the Art and Design website calendar.

<http://www.udel.edu/art/>

University Museums

Our University Museums has installed exciting exhibitions in Old College and Mechanical Hall. Opening receptions and lectures are scheduled throughout the semester. Check out the calendar. <http://sites.udel.edu/museums/>

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

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

Craftsmanship

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

Course Grading

Visual Communications is based partly on a give and take learning experience. It is very important to develop the ability to respond with critical observation to your peer's work as well your own. You need to be a constructive participant in the classroom. Your preparedness is also very important. You should be prepared on class days with comps, materials for working in class, and any exercises assigned for outside of class time.

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

Projects will be graded on a 5 / 3 / 1 point grading scale according to various criteria for each project. The criteria rubric is determined in class prior to final grading. Projects are considered late if not submitted on the designated due date. Late projects have a negative impact on grading. Final grades are determined by the total points of the individual projects accumulated during the semester. 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

Technology Resources

DEPARTMENT OF ART & DESIGN

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

STUDENT MULTIMEDIA DESIGN CENTER

Morris Library

<http://www.lib.udel.edu/multimedia/>

Studio Hours

Recitation Hall M – F 6:00am – 2:00am

Recitation Hall S – S 10:00am – 2:00am

Studios REC009 and REC004

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.

Please be mindful of other students who use the studios after you. There are other students and classes using this Recitation studio. You are not allowed to cut on the tables, although you'll be tempted because there are cuts from last semester. There is a space for cutting boards. You need to buy a cutting mat or board to cover your work area. You are responsible for cleaning up your work area when you are in class and

when you come in to work in the studio outside of class.

Eating and drinking is permitted in the studios outside of class providing all trash is put in the waste receptacle and not left on the tables and floors. Close the windows if you are last to leave the studio.

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

Respect other people's property and creative works.

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. During class, cell phones are a distraction to you, your classmates, and the professor. No listening with ear buds during class.

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

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.

Suggested Supplies

The supplies for **ART202 *Typography I*** and from Foundation Art courses will be used in the course. It is best to purchase supplies according to your needs in creating your project ideas. Your materials may be purchased from any source you wish. University of Delaware Bookstore, Lieberman Bookstore, AC Moore, Finley's Art Supply, Michael's and Pearl, just to name a few. There are several online sources such as Dickblick.com, and Danielsmith.com.

Basics

Sketch book for taking notes in class and doodling your ideas

Invisible scotch tape

Cutting mat

Xacto knife and blades

Assortment of black markers

24" metal ruler

11" x 14" Bristol board tablet

16" x 16" Illustration board – 2 pl

CD ROM

Laptop – Bring charged to every class.

Suggested software is the Adobe Creative Suite / Creative Cloud with Photoshop, Illustrator, InDesign