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ARTZ 106A.03: Visual Language- 2-D Foundations

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Fall 2014

The University of Montana, Department of Art

ART 106A, section 02, 03 Color and Design, 3 Credits

Prereq. or Co req., ART 101A/123A

Instructor: Beth Huhtala (GT) elizabeth.huhtala@umontana.edu

Office hours:

403 FA , Friday 10 am -12 pm

Or by appointment

Class meetings:

02 Monday and Wednesday 4:10 pm – 6:00 pm, FA 102

03 Tuesday and Thursday 8:10 am - 10:00 am, FA 404

Recommended Texts:

Art and Fear: Observations on the perils and rewards of Art making, David Bayles

Launching the Imagination, Mary Stewart, McGraw Hill, 2003

Required readings will be posted to Moodle throughout this semester.

Materials:

2D Fundamentals starter pack from the UC Bookstore, Additional materials will be announced in class and purchased by the individual.

Suggested Materials List

(This is a sample list. You may only need a few of these items)

Metal straight edge (12-18")

#11 Ex-acto knife and blades

Graphite pencils (2B and 4H minimum)

Prismacolor pencils

Ultramarine blue #902

Lemon yellow #915

Crimson red #924

White #938

Black #935

Pencil sharpener

Erasers (white plastic, hard pink)

1 technical ink pen--sizes .25 - .5 will do. Disposable pens are fine.

Watercolor brushes (synthetic white sable- approx. \$16.00)

Rounds: #5

Flats: 1/2"

White palette or mixing tray (small).

Cold pressed illustration board, 15 x 20" (available at art stores, pre-cut, 2 to package)

Water container. No glass please.

Portfolio for carrying 2-D work (available at book store)
Glue stick
Basic set of acrylic paints, including, white, black, ultramarine blue, lemon yellow, and crimson red
Brush cleaner or mild soap.
Sketchbook or Three ring notebook with 8 1/2 x 11" "biology" paper for notes, thumbnail sketches, and collages.
Tackle box (to carry your supplies)

Course Description:

Offered autumn and spring. Prerequisite, or core requisite, ARTZ 105A. An introduction to the formal elements and principles of design, color theory, and predominant western and non-western historical styles. Emphasis on solving specific design problems.
3.000 Credit hours, 3.000 Lecture hours.

This course will provide a foundation in the fundamentals of pictorial design. In a sequence of hands-on exercises and projects, students are introduced to the concept of the picture plane, figure/ground relationships, scale, proportional transformation, patterning, composition, value, color, methods for conveying time, and spatial illusion. Using a wide variety of traditional and non-traditional materials and methods, students are encouraged to develop their own design vocabulary and repertoire of practical techniques. Regular slide lectures and critiques are structured informally to encourage dialog and to provide the student with an opportunity to translate visual ideas and concepts into discussions. Beyond the concepts and skills essential to good design practice, it is hoped that the course will open a window towards self-expression and awareness.

Objective 1: Art is about communicating **ideas**. This course explores the relationship between art principles and **meaning** in your work. We will specifically explore:

- How form and aesthetics can contribute to meaning
 - Composition
 - Color, both additive (light-based such as digital, video, or monitor) and subtractive (pigments like acrylic paint)
- How materials and process relate to meaning.
 - Every material and process has a different perspective and unique voice. Artists often select a medium because of it can articulate an idea in a very particular way. Throughout the term we will explore many different materials and processes, including digital, drawing, printing, painting and collage, to begin to become familiar with the implications of each.

Objective 2: This course will also introduce several specific processes.

- Digital: Students will gain familiarity with input, editing and output.
- Manipulation of paint and color mixing.

Course Objectives and Format:

Because this is a studio course, the majority of our time will involve working on projects. We will use short exercises as well as longer projects to explore different aspects and possibilities for composition and color. During in-class studio time, I will work one-on-one with you to provide suggestions and help refine your solutions. In addition to class time, expect to spend five hours a week working outside of class. Your openness to taking chances, following unexpected new directions and engage seriously and creatively with each assignment is essential for your success. Do not be satisfied with your first idea or the easiest solution.

In addition to exercises and assignments, we will use other way to understand concepts: Class critiques will be held at the end of major assignments to give you feedback and allow you to see other student's solutions. Lectures will highlight major ideas and introduce artists to illustrate various concepts. Regular required readings will also elaborate important ideas and concepts.

Most lectures, handouts and critiques will take place at the beginning of class. Studio practicum takes up most of the class time. Students should be prepared to listen to the information and take notes during class everyday by **bringing a sketchbook**, be present for the **entire class time**, and apply classroom instruction **independently**. This class is three credit hours; four hours a week. In this class you will be required to put in at least five hours outside of class, working independently on preparing work and reading.

During the whole of the semester, each student will be expected to participate fully in the life of the Design Studio. In addition to the completion of assigned projects on time, this means regular attendance, a sense of studio etiquette, and participation in class discussion and critiques. A sketchbook or binder is to be kept of all handouts, sketches, ideas, notes etc. It should be filled with your sketchbook will be a running record of 'our involvement in the class and graded periodically.

Attendance:

More than three absences, continual tardiness, or leaving early may result in a lower letter grade for this course. If you miss a class please ask another student for the information and notes that were covered.

Assessment and Grading:

This course fulfills P/NP requirements for University of Montana students.

There will be four projects assigned in this class and weekly out of class assignments as well as reading assignments.

Natural colors project	15%
Photo project	15%

Narrative design project	15%
Identity project	15%
reading assignments	15%
Sketchbooks and notes	15%
Participation/ homework	10%

Each project and class assignment will be graded based on the following criteria:

- ~ **Execution and craftsmanship;** is the project the required size, clean, not ripped, and with the right material?
- ~ **Effort;** did you work the whole time on this project and use your time in and out of class effectively?
- ~ **Application of assigned techniques;** how much of the drawing is based on technique?
- ~ **Content/overall finished project;** does it look complete? Could it be improved?

No Late work will be accepted for grading

Projects:

1. Continued Narrative Project. Students will design and construct a narrative in book format that is a "how to" instructional manual that will contain no text. The book should consist of at least ten, 4"x4" images no more than twenty. The book casing and shape should be part of the concept as well in its shape and form. Due week 6

2. Natural Color Theory in Design. Students will collect a natural form from the world around them and sketch its form and record its colors. Using the idea of its form and the natural observed color scheme, students will design a functional commercial object based on their natural one. This design will be cleanly mounted in magazine fashion on at least 17"x24" poster board. Due week 9

3. Photo Collage. Students will take digital images of their own and "borrowed" images as well, and Photoshop them together to create a cohesive image that reflects a strong composition and narrative. At least five of the images must be ones they took the rest can be appropriated from other sources. Final images will be mounted on 11"x17" foam board. The goal is to create a perfect false reality image that is visually interesting and convincing. Due Week 11

4. Identity: Students will construct a two-dimensional image using any of the course materials that clearly represent a conceptual idea of their own identity. this project must be at least 24"x32" and include a clear understanding of the elements and principles of design. Due week 15

5. Sketchbooks: Sketchbooks or binders must be kept for this course. They should contain thumbnail sketches, notes from the lecture, notes from the reading, and visual ideas from this course. Sketchbooks will be due with sketch ideas and notes from each individual project the last in-class work day of each project, and will be turned in and returned during class.

Course Calendar:

The course calendar lists activities including assignments and due dates. However the calendar is subject to change, these changes will be announced in class. If you miss a class, be sure to check with a classmate if something has changed.

Week 1 Aug 25

Mon/Tues

- ~ Get all your starting supplies by next class
- ~ What are 2D foundations?
- ~ Go through Syllabus and tour art school

Wed/Thurs

- ~ Familiarize with materials demo
- ~ Lecture on elements and Principles of design

Week 2 Sept 1

Mon/Tues

- ~ Labor day classes excused
- ~ Negative and positive shape exercise
- ~ Tuesday class reading due

Wed/Thurs

- ~ Work on negative and positive shape exercise

Week 3 Sept 8

Mon/Tues

- ~ Negative and positive shape exercise due
- ~ Moodle reading assigned and questions handed out

Wed/Thurs

- ~ Moodle reading discussion questions due
- ~ Introduce Continuous Narrative project

Week 4 Sept 15

Mon/Tues

- ~ Moodle reading assigned

~ in-class work time

Wed/Thurs

- ~ Moodle reading discussion
- ~ in-class work time

Week 5 Sept 22

Mon/Tues

- ~ In-class work day

Wed/Thurs

- ~ In-class work day
- ~ Sketchbook for narrative project due

Week 6 Sept 29

Mon/Tues

- ~ Continuous narrative project due
- ~ In-class critique

Wed/Thurs

- ~ Introduce Color project
- ~ Color lecture
- ~ Homework: go find a natural object for next class

Week 7 Oct 6

Mon/Tues

- ~ Moodle reading assigned
- ~ In-class discussion on objects found and color schemes

Wed/Thurs

- ~ Moodle reading discussion
- ~ In-class work day

Week 8 Oct 13

Mon/Tues

- ~ Moodle reading assigned
- ~ In-class work day
- ~ Mid Term assessments go out pass/fail

Wed/Thurs

- ~ Moodle reading discussion
- ~ Sketchbook for color project due
- ~ Lecture on professor Huhtala's work

Week 9 Oct 20

Mon/Tues

- ~ Color design project due
- ~ In-class critique

Wed/Thurs

- ~ Introduce Photo project
- ~ Lecture on ownership in art

- ~ Homework: collect photos and take photos

Week 10 Oct 27

Mon/Tues

- ~ Demo computer lab and Photoshop

- ~ In-class work day

Wed/Thurs

- ~ Meet in lab, work day

- ~ Sketchbook for photo project due, in-class work day

Week 11 Nov 3

Mon/Tues

- ~ Photo project due
- ~ In-class critique

Wed/Thurs

- ~ Introduce final project
- ~ Discussion on content/context
- ~ Workshop identity
- ~ Homework: be ready to start project by Monday

Week 12 Nov 10

Mon/Tues

- ~ Work on Identity project in class

Wed/Thurs

- ~ Final portfolio requirements handed out
- ~ in-class work day
- ~ Homework work on identity project

Week 13 Nov 17

Mon/Tues

- ~ in-class work day
- ~ Moodle reading assigned

Wed/Thurs

- ~ Moodle reading discussion
- ~ in-class work day

Week 14 Nov 24

Mon/Tues

- ~ Sketchbooks due for identity project, in-class work day

Wed/Thurs

- ~ Thanksgiving Break no classes

Week 15 Dec 1

Mon/Tues

- ~ No class- work on your final portfolio and other finals

Wed/Thurs

- ~ Identity Project Due, in-class critique
- ~ Final portfolios due

- ~ Our final meeting time will be clean up and pick up portfolios

Week 16 Dec 9

Final time: TBA

Clean up shop and pick up final portfolios and grades

Special Needs:

Disability Services for Students assures that programs of the University of Montana are as accessible to and usable by students with disabilities as they are for any student. Our goals are: To coordinate reasonable program modifications for otherwise qualified students with disabilities and, to advocate for an accessible and hospitable learning environment for students with disabilities and, to endorse self-determination by students with disabilities. See instructor after class or visit: <http://life.umt.edu/dss/> for more information.

Building Hours:

The use of the School of Art studio lab requires current enrollment in a studio course. Hours: 7am- 11pm.

Health and Safety, Clean Up:

- ~ First aid kits, dust masks, gloves, and eye protection are all located near the sink area
- ~ Studio clean up occurs each class time in the last ten minutes of class, or work sessions and is required during the scheduled finals time for this class
- ~ Campus security is x6131 and campus escort service is x2777
- ~ No food or drink is allowed in the lab area
- ~ No animals or children are allowed in the lab area

~ **All work and materials must be picked up before noon on the Friday of finals week. Any work still here will be discarded.**

P/NP requirements:

This section of 106A requires preparedness, class participation in discussion and attending class. All students must pass all the P/NP requirements to qualify for a letter grade: See below

Preparedness: Have your drawings ready to hang for all scheduled critiques. This means they need to be complete, have been spray fixed, and you have hung them straight on the critique board with enough pushpins' to support it. Have your materials and drawing pads ready to get started within the first fifteen minutes of class starting.

Class Participation in discussion: Class critiques are open discussions for all students. Bring your sketchbook and a writing utensil to all critiques and be prepared to reflect in writing and verbally to each work.

Class readings: It is required to read the texts that will be posted to Moodle and come to class ready to discuss given questions on the book chapters and to write down your thoughts and opinions to turn in for a grade. Come to class with your book, ready to talk about what you read and be in an open conversation with other students and myself, Bring your sketchbook and printout of questions that has your handwritten or typed answers ready to discuss on it.

Academic Misconduct and the Student Conduct Code:

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at

www.umt.edu/SA/VPSA/Index.cfm/page/1321

Art Student Collective: The collective is a student –organized and student-led group that sponsors art-related workshops, events, and the Annual Juried Student Art Show. Members meet in FA 304 Mondays at 12:15pm. Everyone is invited to bring a sack lunch and join in!

Events in the Department: <http://umartdepartment.wordpress> or follow on facebook at <https://www.facebook.com/griz.art.9?fref=ts>