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Spring 1-2016

### ARTZ 106A.02: Visual Language - 2D Foundations

Sarah Katherine Moore

*University of Montana - Missoula*

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The University of Montana, School of Art, Spring 2016

**ARTZ 106A, section 01, Visual Language: 2-D Foundations, 3 Credits**

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Prereq. or Co req., ARTZ 105A

Instructor: [Sarah Moore](#)

Meeting times: [Monday Wednesdays 12:10-2:00pm](#) Room FA 404

Office Hours: [Monday Wednesdays from 11:00am-12:00pm](#) If wish to see me and cannot make this time, send me an email to arrange a meeting.

Email: [sarah.moore@umontana.edu](mailto:sarah.moore@umontana.edu)

### **Course Syllabus**

**Textbook:** Mary Stewart. Launching the Imagination: a Comprehensive Guide to Basic Design, 3<sup>rd</sup> ed. New York: McGraw Hill, 2008. Second edition may also be used. This will be on reserve in the resource room as well as posted as a PDF on Moodle

**Course Materials:** See separate Material List, posted on Moodle

**Course Description:** 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.

#### **Course Objectives:**

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 monitor) and subtractive (pigments like acrylic paint)
- How materials and process relate to meaning.
  - Every material and process has a unique perspective and 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 Structure:**

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 engaging 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 ways 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.

### **Grading and Assessment:**

There are a total of 250 possible points for this semester

Exercises (50 points). Exercises are short explorations to help you become familiar with a concept, and will be completed in class. If you wish to spend extra time to complete, by all means do so, but exercises must be turned in on the subsequent class.

Projects (90 points) Projects are longer, more sustained pieces that bring together several concepts, and require additional time outside of class. Because each assignment builds on the previous one, it is essential that you complete each on time. During regular critiques (held after each project is due, and occasionally after some exercises) we will discuss your work. It is important to have your solution ready to be considered to aid discussion. **Late work (turned in AFTER the subsequent class) will be marked down a full grade.** Work turned in any later than the next week will not count towards your grade.

Reading Assignments and Quizzes (each quiz is worth 5 points). There are regular reading assignments, which should be completed usually before each class. These readings are deceptive, as they seem fairly short with lots of illustrations. You must read them carefully and completely, however, to fully understand the subtleties and nuance of each concept. Do not try to read them quickly on the way to class as you will miss important ideas, and do not be afraid to make notes, arrows, underlines in your text! **There will be three quizzes throughout the term on this material.**

Class Participation (70 points). For critiques to be interesting and helpful, your participation is vital. Come with completed assignments and be ready to ask questions, make comments and give responses. An honest discussion is very important, but care must also be taken to respect difference of opinion.

Art event Responses (10 points). You must attend a minimum of 3 Art events. This may include visiting artist lectures, gallery openings, First Friday, etc. After attending each even write one to two paragraphs detailing your experience. These write ups are due two weeks before the end of the semester.

For comprehensive updates follow Griz Art on

Facebook: <https://www.facebook.com/UMGrizArt/?fref=ts>

Also try the School of Art Blog <http://umartdepartment.wordpress.com/>

Sketchbook (15 points). You will be keeping a sketchbook throughout the semester. This is to include ideas for projects, inspiration from other artists, writing, drawings, and/or collages. Make this sketchbook your own. It should help you generate ideas and keep track of artistic influences.

### **Grading and Evaluation**

A/ 100-94	A-/93-91		excelled at every phase of the course
B+/90-87	B/96-84	B-/83-81	demonstrated above average work
C+/80-77	C/75-74	C-/73-71	fulfilled every requirement of the course
D+/70-67	D/66-64	D-/63-61	made progress, but fulfilled requirements in a substandard way
F/60-0			failed to meet the course requirements

Each assignment will have general and specific grading criteria. General criteria include:

- Did you understand the point of the assignment and worked towards exploring all aspects of it?
- Does your work represent a significant amount of effort, thought and time on your part? Although a simple solution is sometimes the most effective, it is easy to tell if your work was well considered or just quickly created.
- Did you push yourself to find an original, unique or surprising solution or were you satisfied with something more predictable and obvious?
- Is your final product neat and carefully presented free of unwanted folds and smudges? When you turn in a piece for review, you are asking us to consider everything you put before us. If an unintentional fingerprint is on your work I will consider it part of what you wish to convey.
- Does your work consider all applicable design concepts explored so far? Keep in mind all that we explore during the term and try to use what you know to help strengthen the impact of your designs.

**Attendance:** Success in this class is based on your active engagement, either by completing explorations in class or participating in critiques and discussions. It is almost impossible to replicate much of the content outside of class. Although it is important to attend all classes, I will allow up to three unexcused absences without penalty. Each absence over three will result in a grade lowered by 1/3 a letter grade (example: from a B to a B-). Leaving early or arriving last will also affect your grade.

Work schedules, minor illness, oversleeping, studying for other classes, etc. are NOT acceptable excuses for missing class.

**When you are absent or late for a class, you are still responsible for the information and assignments presented. You must pursue the information you have missed. Please exchange contact information with two other students in the class during the first class meeting. If you need clarification on scheduled class meetings or assignments, contact these two students before contacting me!** All presentations and readings will be posted on Moodle but In-Class demonstrations will NOT be repeated for the convenience of an individual student. The instructor reserves the right to review attendance problems on an individual basis.

**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 <http://life.umt.edu/VPSA/name/StudentConductCode>."

**Disabling Condition:** If you have a disabling condition that may interfere with your ability to successfully complete this course, please confer with the instructor.

**Withdrawal Policy:** Specifics available at this web address: <http://www2.umt.edu/catalog/acpolpro.htm>

**Health and Safety:** The UM Art Department uses environmentally sound methods. Required materials from your supply list are in compliance, with the exception of spray fixative. Spray fixative is **not** to be used in the building at any time. Please use fixative outdoors and sparingly.

You are individually responsible for clean up at the end of each session in this classroom (either in or out of class time). No creatures or children will be allowed in the studios during class time or open studio times. No food or beverage containers will be allowed in the Art Department facilities when art-making is in progress. All art work must be picked up by the Monday after finals week or it will be discarded.

**Building Access:** The use of studio space requires current enrollment in a specific studio course, as course fees are used to purchase supplies. Those not currently enrolled will be asked to leave. Building hours are 7:00am to 11:00pm daily. Fridays are open studio day in the art building—no classes are scheduled.

**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!