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ARTZ 106A.50: Visual Language - 2D Fundamentals

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ARTZ 106A.50 VISUAL LANGUAGE: 2D FUNDAMENTALS **Professor: ELIZABETH DOVE**
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SYLLABUS

Course Description

This course will provide a foundation in the fundamentals of two-dimensional design. Students are presented with visual problems to solve in a clear sequence of short exercises and longer projects to introduce the formal components of the 2-D picture plane, including; unity, balance, shape, line, emphasis, figure/ground relationships, repetition, scale, and color. We will work to develop fluency in the handling of media - both analog and digital, and an increased awareness of craftsmanship. In addition to emphasizing formal design strategies, the course introduces aspects of visual literacy and content development.

Each project concludes with peer review and critique. As part of the critique structure, students are required to evaluate their art and understand criticism given by others. In addition to the studio projects, all students will review an exhibition, attend and review a lecture or artist presentation, and write artist statements to accompany some projects. Chapter readings from a design textbook will accompany each project to introduce design theory and specific vocabulary. A short quiz will accompany each chapter reading to provide verification that the concepts and vocabulary have been absorbed.

Beyond the skills, concepts and vocabulary essential to good design practice, as the semester progresses the projects begin to provide intentional opportunities for self-expression and communication, opportunities that explicitly extend beyond specific responses to design problems.

Course Goals

- Upon successful completion of this course, the student will be able to:
- Demonstrate an understanding of the principles of design, including; negative/positive, space, figure/ground relationships, contrast, repetition, emphasis, value, shape, balance and color.
- Understand and apply the elements and principles of composition to create designs that are unified and balanced, demonstrate awareness of negative/positive space, and establish a point of emphasis.
- Demonstrate understanding and ability to apply basic concepts of color theory, including hue, value, saturation, and color schemes. Understand how to use gouache paint to mix and match specific hues and colors. Demonstrate awareness of the potential for color to express meaning, narrative, or content within visual art.
- Demonstrate technical proficiency in basic two-dimensional design media and techniques, including both analog and digital forms.
- Demonstrate familiarity with basic concepts, vocabulary and design terminology.
- Understand how to offer and receive peer feedback and critique.

Design and applied color theory principles, like all artistic endeavors, require a combination of an open mind, a willingness to experiment, and a critical eye.

Grading and Assessment:

All projects, exercises, quizzes and critique participation in the Moodle forums carry assigned point values. Over the course of the semester, these points will add up to exactly 100. Therefore, earning 83 points will equal 83%, or a letter grade "B". This points = percentage system only works at the end of the semester, however, not throughout the term since not all of the 100 points are available until the end of the semester.

20% of Final Grade: Exercises

Exercises are short explorations that results in digital or analog skills to help you become familiar with a concept and/or technique.

50% of Final Grade: Projects

Projects are longer, more sustained pieces that bring together several concepts and skills. During regular critiques (held after each project is due) we will discuss your work. It is important to have your project completed on time so you can participate in critique.

18% of Final Grade: Quizzes based on Reading Assignments and Comprehension

There are regular reading assignments of pertinent chapters from design textbooks. 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. Each set of readings will be accompanied by a short quiz that verifies the completion and comprehension of each reading.

12% of Final Grade: Critique Participation in Moodle Forums

For critiques to be interesting and helpful, your participation is vital. Complete and submit assignments on time, and be ready to make comments and give responses to your peers

Late Work Policy

Late work will be marked down a point for every week it is late.

A = Excellence in all assignments, highly motivated, extremely innovative solutions to projects

B = Above average in all work, demonstrated technical growth and visual maturity

C = Completion of all projects, satisfactory class participation

D = Incompletes on some projects, inadequate class participation

F = Incompletes on many projects, poor class participation, several unexcused absences

Access/Special Needs

Students with disabilities or special needs should see the instructor in the beginning of the semester. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). If you think you may have a disability adversely affecting your academic performance, and you have not already registered with DSS, please contact DSS in Lommasson 154. I will work with you and DSS to provide an appropriate accommodation. For more information, please consult <http://www.umt.edu/disability>.

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 [.http://www.umt.edu/SA/VPSA/Index.cfm/page/1321](http://www.umt.edu/SA/VPSA/Index.cfm/page/1321). Work created for another class may NOT be used for ARTZ106, and a failing grade for the project will be assigned.

Incompletes

It is the student's responsibility to complete the coursework within the semester the class is offered. Not finishing the required work within the allotted time frame does not entitle a student to an incomplete. Incompletes will only be given in cases of extreme emergency.

Withdrawl Policy:

<http://www.umt.edu/registrar/students/dropadd.php>

Events in the School of Art:

<http://www.umartdepartment.wordpress.com>