

A studio course which focuses on the fundamentals of visual composition. Students work in various media exploring the visual potential of line, color, texture, pattern, light and shadow, and space. This course is preparatory to studio work in painting and printmaking.

Required for Commercial Art majors. Fulfills one Doane Plan Fine Arts requirement.

Objectives

The purpose of this class is to explore the elements of 2D Design (line, shape, value, texture, and color) and how these elements function together to produce a unified composition.

Emphasis will be placed on the following:

1. Creating a unified composition.

Too much planning results in boring, predictable work; too little planning results in chaos. Students will learn to create unified designs which demonstrate a balance between structure (planning) and intuition ; as evidenced by works submitted in the Mid-Term and Final Portfolios.

2. Constructing meaningful shape.

Students will learn how to create compositions using geometric, organic, and abstract shapes. Various sketchbook and large portfolio assignments will demonstrate the student's ability to construct and manipulate shape.

3. Understanding basic color concepts.

Students will learn basic color theory as well as understanding the affect that both value and texture has on color. Students' grasp of color concepts will be demonstrated on assignments submitted in the Mid-Term and Final Portfolios.

4. Exploring various approaches in self-expression.

Students will learn the difference between Non-Objective, Abstract, and Representational approaches to subject matter in Art; and how the same design principles apply to each. Assignments exploring the three different types of subject matter will be submitted in the Mid-Term and Final Portfolios.

Strategies

The learning strategies used to accomplish these objectives are the following:

1. Professor demonstrations. I will describe each assignment and write down objectives/definitions on the chalkboard. In addition, I will demonstrate with the actual materials how to proceed.
2. Examples. I will bring in examples and/or slides to further illustrate concepts we will be working with.
3. Sketchbook activities. We will work through new ideas first in the sketchbook. Work in the sketchbook is smaller and takes less time than the large portfolio projects. This will allow you to have an understanding of the concept we are working with before attempting the more challenging large scale work.
4. Discussion/Critiques. We will talk about your work in progress, both individually and as a group. I will also encourage you to discuss your work with other members of the class.

Grading

Attendance Sketchbook Mid-Term Portfolio Final Portfolio

Work will be collected twice during the semester in the form of the Mid-Term and Final Portfolios. Each project will be assigned a point score (A = 10, B+ = 9, B = 8, C = 7, D = 6, F = 5) , then averaged to determine the grade for the portfolio. The sketchbook will be handed in with the portfolios and graded as well.

Most or all of your work can be completed during the class session. Each student is responsible for all work missed, regardless of the reason for the absence.

Each absence after the first will result in the loss of 1 letter in your final grade.

Academic Integrity Policy

The Doane College Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your own work. Any use of other's ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and/or the dean of undergraduate studies.