



ART 1030

Division: Fine Arts

Department: Visual Art

Course: ART 1030

Title: Basic Design

Catalog Description:

This is a course designed for students not pursuing a career in art but who are interested in understanding the dynamics of the visual language. It will introduce students to the elements and principles of art which fashion the visual world around us. This course will aid in the development of basic problem solving skills used in communicating visually and looking at the world with an educated visual mind. Emphasis will be given to the study of two-dimensional structure to develop an understanding of why images evoke unique perceptions and psychological reactions. Each student will develop a working vocabulary of design allowing creation, interpretation, and critical thinking and analysis (critiques) skills. Practical assignments will focus primarily on two-dimensions and will be applied to studies in black and white as well as various experiments in color theory. *A lab fee is required.*

General Education Requirements: Fine Arts

Semesters Offered: Fall, Spring

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: No

Prerequisites: N/A

Corequisites: N/A

Justification:

This course provides an option for students who are not declared as an art major but who want to become more visually aware of the world around them. It provides a unique setting to study how an artist works through visual problems and how to critically view any work of art.

It is offered at many other higher education institutions in the state as an option for the Fine Arts G.E. requirement.

Student Learning Outcomes:

Upon successful completion of this course, students will be able to:

- evaluate any visual structure (either orally or in written form) using design terminology to determine its artistic merit

- know various techniques by which to organize the elements and principles to create dynamic visual compositions
- discover that they have a brain capable of not only analytical reasoning but also creative visual problem solving
- believe that the study of visual structure is a worthy pursuit and agree that this knowledge will enrich the way they view the world around them

Content:

This course will include, lectures, class discussion, slide presentations, oral and written critiques, demonstrations, and applied projects designed to promote a better understanding and use of the visual vocabulary of design. It will include visual problems in line, shape value texture, color, space, motion, unity, emphasis, scale, balance, and rhythm and how each relate to the following topics:

- perception
- interpretation
- structure
- communication
- illusion
- tools and craftsmanship
- expression
- historical influence
- representation
- form and function

General Education Outcomes:

3) Speak effectively in a variety of contexts.

Critical evaluation of a work of art is extremely important to artistic growth. This course will teach strategies for successfully approaching oral peer critiques and how to critically evaluate master works. Students will participate in daily oral group critiques designed to aid in expressing an educated judgement of the student's own work and that of their peers.

5) Apply a cultural and historical awareness to a variety of phenomena.

One of the goals of this course is to provide historical context to design trends throughout the art world. Students should be familiar with these styles and be able to express their ideas when they recognize a work being influenced by one of these trends.

9) Respond with informed sensitivity to an artistic work or experience.

All students should be able to respond to any work of art in an articulate manner. Both objective and subjective opinions are valuable, but the latter should still be defended with educated reasoning.

Key Performance Indicators:

Each student will be evaluated on:

- a portfolio of completed design studies*: 50% of the final grade
- eight reading/lecture quizzes: 10% of the final grade
- a written mid-term and final examination: 20% of the final grade
- a final applied design project*: 20% of the final grade.

*Each project is graded on creativity, originality, innovation, craftsmanship and presentation. Percentages are approximate

Representative Text and/or Supplies:

- *Design Basics*, current edition, David A. Lauer and Stephen Pentak, Harcourt College Publishers.
- Required materials include:
 - sketchbook and tracing paper
 - pencils and erasers
 - colored pencils
 - black, white, gray construction paper
 - paint brush
 - Sharpie markers
 - acrylic paint set
 - scissors and X-acto knife
 - matte board AND illustration board
 - photocopy access
 - steel ruler
 - cotton duck canvas
 - cotton paper
 - white-out marker

Materials may be adjusted according to instructor need

Optimum Class Size: 20

Maximum Class Size: 20

Signatures:

I hereby submit this course syllabus:

Adam Larsen, MFA, Associate Professor

I hereby find this course consistent with the goals and resources of the Visual Art Department:

Brad Taggart, MFA, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Fine Arts Division:

Vance Larsen, MM, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)