

ARTS 103, Two Dimensional Design, 3 Credits
Syllabus, VSU, Department of Art and Design, Fall 2009

Dr. V.Y.R. Bates-Brown, Professor

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Only use your VSU email address to contact the professor. Your other email companies will not be read or replied to.
- Course Website:** <http://blackboard.vsu.edu/>
- Technical Problems:** Problems with Blackboard call:
Helpdesk at 1-800-630-8917
Or go to student Help area in Harris Hall

Course Description

An introduction to the fundamental concepts of two dimensional design, color theory, form relationships and their function in various design situations. Contemporary and traditional concepts of design principles and elements are explored. Course includes critiques and discussions. This course is for Art & Design Majors & Minors Only.

Text

Your textbook for this course is [A Design Manual](#), 4th Ed. by Shrill Brainerd, ISBN: 9780131931558, copyright 2006, Pearson publisher

Also, use resource books, magazines, handouts, companies, and people knowledgeable on topics of interest on design. Also, refer to the publications and other resources listed in this syllabus for some resources.

Course Objectives

1. Students will gain a vocabulary and general terminology necessary to express traditional and contemporary design concepts.

2. Students will work with a variety of methods, materials and media with understanding and achievement.
3. Students will learn how to apply knowledge of compositional organization to evaluate their work and other works of art.
4. Students will develop and/or increase ability to create original and organized works of art.
5. Students will discuss, analyze and evaluate works of art orally and in written form.

Course Structure

Students are expected to be in class and arrive on time for dates that the classes meet. Students are to use the Blackboard course site at <http://blackboard.vsu.edu/> for course information. Also, login to Blackboard during the week to keep updated with the course agenda.

Student's Expectation, Evaluation, and Grades for Course

In this course, participation is written, oral, visual, and demonstrated from assignments, projects, lectures, critiques, readings, research, Internet, trips, etc. Your participation results with your grade. Grades are also based on creativity, originality, technical ability and neatness (no eraser residue, smudges or frayed edges, etc.). The final grade for the course will represent the total of all grades earned during the semester.

To do well in this course you will need to follow the course structure attend the classroom sessions and participate. Also, you are to login to Blackboard to obtain information and be prepared with the appropriate assignments for each class agenda. Students are required to work on projects and other assignments during the full class time and also outside of class.

All assignments not received on the due date and/or time will equal "0." This will mean an "F" for the assignment.

Students who turn in assignments that do not meet the requirements of an assignment will receive a "D" or "F," depending on how the project was done. Passing grades are C, B, and A.

All assignments will be evaluated once. Therefore, students are requested turn in your best work on due dates to achieve the best possible grade. If a student wants to improve a grade, the assignment can be redone or revised and resubmitted for the final exam.

The grading will be on a scale of 100 points for the course. The points will equal to letter grades for studio work, prepared with the proper tools and supplies, assignments, practice work, projects, activities, individual and class critiques, and so on.

Excessive lack of participation will result with lowering the total grade to a failing grade for the course.

The final exam will be a portfolio review of all projects assigned. Specific details on the final exam will be provided. Some of your work maybe kept by the department. To submit a group of successful class projects, a student might have to redo or revise projects that were done during the semester. If you turn in low quality work, it will lower the grade of the overall portfolio final exam.

Throughout the semester, students are requested to keep all assignments and projects turned in. If you want to destroy your work, do not do it until after the semester is over. Also, the professor will discard all assignments and projects left after the semester is over.

If unlicensed software and files are saved on the VSU computers, they will be deleted without notice.

Categories for Grades

- Projects and Assignments: 50%
- Participation (written, oral, visual) in classroom and online Blackboard): 30%
- Evaluations (Tests, Final Exam) 20%

Grading Scale

A = 100 - 90 B = 89 - 80 C = 79 - 70 D = 69 - 60 F = 59 and below

Equipment Release and Liability

Students will be able to use department equipment and accessories. The student is responsible for all items broken, lost, or stolen, etc. while they are in the possession of student, during class or while they are on loan outside of class. Students may choose not to use the department's equipment and instead use your own. Nevertheless, the assignments and projects content and physical requirements must be met.

Supplies And Other Expenses

- Textbook for course
- Books and magazines for research (resources, no purchase necessary)
- Money to purchase supplies
- USB Flash Drive for computer to store documents, etc.
- A source for taking notes
- Computer: Can use the department's computer lab and/or one at another location)
- Transportation for trips (if we go on trips)
- Sketchbook, plane sheets (optional)
- Pens and ink
- Bristol board (minimum of 70lb weight) at least 1 pad (9 x 12)
- Drawing Pad at least 1 pad (at least 9 X 12)
- Graphite Drawing Pencils (HB, 2B, 4B, 6B) Ebony pencils
- Kneaded and Gum Erasers
- Conte crayons and conte pencils in (black, white and grey)
- India ink and brushes
- Acrylic paints (black, white, red, yellow and blue)

- Brushes
- Tape: masking, clear
- Rubber Cement
- Spray Adhesives (for outdoor use only)
- Pencil Sharpener
- Scissors
- Metal ruler (at least 18" long)
- T-Square
- Palette for paints
- Black illustration or mat board for mounting projects
- Portfolio case (any kind that is big enough and protects your work)

Types of software used in course

Blackboard, VSU student email, word processor such as Microsoft Word

Types of topics covered in course

- What it is design? What it is the role of designer? How to think about design, etc.
- Elements and principles of design; glossary of design terms
- Shape relationships
- Difference between two-dimensional design and three-dimensional design
- Problem-solving procedure: process, materials, tools, and choices to make

Types Of Projects May Include

All projects will be related to the above-mentioned "Types of topics covered in course."

Your textbook for this course:

Brainerd, Shriell. A Design Manual, 4th Ed. by, ISBN: 9780131931558, copyright 2006, Pearson publisher

Types Of Publications

Landau, Robin and Rose Gunnels and Steven Brower. 2-D Visual Basics for Designers, Thomson Delmar Learning, 2007.

Landau, Robin and Rose Gunnels. Visual Workout Creativity Workbook. Onward Press, 2001.

Cover, Otto G. Art Fundamentals, Theory and Practice (7th Edition) Brown and Benchmark, 1997.

Sparked, Penny. The New Design Source Book, McGraw Hill, 1997.

Stoops, Jack and Jerry Samuelson. Design Dialogue. Davis Publications 1990.

Wong, Mucous. Principles of Two Dimensional Design, John Wiley and Sons, 1997.

Wong, Mucous. Principles Form and Design. John Wiley and Sons, 1997.

Sealskin, Paul and Mary Pat Fisher. Design Principles and Problems. (2nd Edition) Hold, Rinehart and Winston, 1996.

Types Of Graphic Design Magazines and Related

Communication Arts Magazine - <http://www.commarts.com/>

Graphic Design & Web Design Magazine - <http://www.allgraphicdesign.com/magazines.html>

Computer Graphics World Magazine - <http://www.cgw.com/>

ELLE Magazine - <http://www.elle.com/>

Vogue Magazine - <http://www.style.com/vogue/>

Print Magazine - <http://www.printmag.com/>

Graphic Design Magazine - <http://www.designertoday.com/Home.aspx>

How - <http://www.howdesign.com/GeneralMenu/>

Electronic Design - <http://electronicdesign.com/>

Follow VSU's Policy:

The Professor's email is vbates@vsu.edu.

Only use your VSU email address to contact the professor. Your other email companies will not be read or responded to.

Please respect all classmates and the Professor. Do not cause disturbances with the students or Professor. If so, the Campus Police will remove such student(s) from class and they may not be able to return to complete the course. Keep all cell phones turned off during class. No cell phones are to be used during class. Interruptions will not be tolerated. No eating or drinking in the classrooms, studios or labs.

Students that do not follow the VSU Honor Code will be reported and/or persecuted according to the guidelines in the Code.

Attend class and come prepared to participate; actively utilize Blackboard