Course Description

Studio course introducing the principles of two-dimensional design and color. Experiments in line, value, texture, space, and illusions of volume and their applications to creative and dynamic composition will be applied to conceptual thinking and the development of problem solving skills for graphic design projects of increasing complexity.

Prerequisites: none
Co-requisite: none

Course Materials

A Design Manual, by Shirl Brainard
Blackboard/ePortfolio Class Site

Course Learning Outcomes

1. Utilize basic principles of design such as alignment, balance, contrast, repetition, proportion, and proximity effectively within a composition
2. Use line, form, shape, and texture effectively in a composition
3. Employ cropping, modeling perspective, and overlapping, to create the illusion of volume and depth effectively
4. Apply basic skills in sketching, drawing, painting, and collaging in the creation of finished artworks
5. Demonstrate effective use of tonal value and color theory and an understanding of the various ways they can function in the creation of a composition
6. Demonstrate basic studio skills including, measuring, centering, cutting, mounting and matting in the presentation of artworks
7. Describe and critique artworks, and articulate visual ideas using artistic terminology

Course Grade and Attendance Policy

It is crucial that you attend every class. Excessive absence or lateness may result in lowering of grade. Students must complete all class work and meet all assignment deadlines.

Attendance 10 %
Class participation 10 %
Timely completion of assignments 10 %
Projects 70%

General Education Goal

Communication: Use reading, writing, listening and speaking to find, interpret, and communicate information in various modes, including aesthetic, symbolic and graphic.