

Principles of Visual Organization - ART 110 Thursday 1-330pm  
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### Course Description

This course serves as an introduction to the elements and principles of visual language, with special attention paid to color, form/shape, line, space and texture as they relate to basic design issues. The course will include an introduction to communicating ideas through perceptual, symbolic and expressive relationships based on design and color theory.

### Course Objectives

- Identify and describe the elements of art and principles of design
- Utilize the elements of art and principles of design to create and execute designs
- Use design terminology and vocabulary effectively in written and oral communication
- Utilize the design process (research, studies/sketches, completed work) as a means of arriving at successful design solutions

### Course Method

Methods of instruction include lectures, videotapes/films, slide presentation, class discussion, research assignments, demonstrations, project assignments, critiques and personal student conferences.

### Grading and Evaluation

Students will be evaluated based on their participation in class discussion and critique, their involvement with each project and their overall development throughout the semester. The nature of this course is to immerse the student in new ways of looking at, questioning and responding to the world around them and to explore ways in which one can visually communicate perceptions. Because this course is primarily an exercise in exploration, the final outcome is often times not the most valuable component. Rather it is the means by which the student arrives at the final outcome, or how much of the self is invested in the process, that is of greatest value.

Each project will be evaluated on 4 criteria, adding up to 25pts per project. The final project is worth 100pts. These criteria are listed below:

Fulfillment of Requirement	5pts
Development of Idea	5pts
Creativity	5pts
Craftsmanship	10pts

### Overall break down of points

Projects (4x25pts each)	100pts
Final Project	100pts
Sketchbook	100pts
Quiz/written analysis (2x27pts each)	54pts
Attendance/participation (2pts/week)	<u>28pts</u>
	382pts

The final grade is tallied by dividing the students combined points into the total available. As an example a student scores 298,  $298/382=78.01$  or the letter equivalent C+

A = Excellent – student takes risks and goes beyond the basic requirements of the project, professionally presents project, experiments with possible outcomes and sincerely explores and challenges her personal potential

B = Good - student fulfills the basic requirements of the project and challenges her personal potential

C = Average – student fulfills the basic requirements of the project

D = below Average – student does not fulfill the basic requirements of the project

F = not acceptable – failure to complete the project

### Class Attendance and Make-up assignments

Attendance is Mandatory!! If you are unable to make a scheduled class it is your responsibility to make up any work missed. I will not repeat lectures or demonstrations. Instead you will need to rely on your peers for any information missed. After three absences your grade will drop by one letter. After 4 absences you will receive a failing grade for the course. Though I do appreciate a call or email concerning an absence, it will still be considered unexcused except under the most dire of circumstances.

All assignments must be submitted when they are due. Each due date is clearly denoted in the schedule, and will also be included in handouts for each assignment. Late assignments will be penalized one grade level. Work that is submitted more that one week beyond the due date will not be accepted unless prior arrangements have been made.

Assignments may be redone for a better grade any time before the last lecture period. (Note: the highest grade attainable on a late assignment is a B)

### Research

Research in the art-making process should be taken as seriously as it is for any other activity (think science). Go into the studio of any artist in the world and you will find sketchbooks filled with drawings and notes, as well as images and postcards on the walls. Arriving at a successfully completed assignment or project requires a certain amount of investigation. Each assignment will be coupled with one ore more "research" or "sketchbook" assignments that will help launch you into the appropriate trajectory to finish the assignment with panache. Below are listed some of the objectives behind class research:

- improve the creative and resourceful quality of your projects
- increase visual vocabulary
- become aware of contemporary and historical examples of art and design

- discover new sources of information in non- art fields which can be applied to art and design
- develop and nurture a curiosity for the unknown
- learn library research skills

### Critiques

The purpose of class critiques is to learn to analyze artworks. As art professionals, hobbyists, and perhaps connoisseurs, you need to know how to make artworks, as well as be able to communicate why a work is successful and/or unsuccessful.

In class we will try to be objective in our comments. One of the first things to learn is that class critiques are not personal, but rather they serve as a means of improving the quality of your work. With that in mind, it is essential that you consider what you say about the work of others, and also that you come into the critique sessions with an understanding that not everyone is going to see your work as successful.

We will also frequently have in-progress critiques, which will be less formal and will allow you to consider making changes to your work prior to the completion of the project.

### Classroom conduct

Appropriate classroom behavior is implicit in the Cedar Crest Honor Code. Such behavior is defined and guided by complete protection for the rights of all students and faculty to a courteous, respectful classroom environment. That environment is free from distractions such as late arrivals, early departures, inappropriate conversations and any other behaviors that might disrupt instruction and/or compromise students' access to their Cedar Crest College education.

### Honor Philosophy

The Cedar Crest College Honor Philosophy is based upon the principle that, as a self-governing body, students have the ability to create an atmosphere of trust and support. Within this environment, individuals are empowered to make their own decisions, develop personal regard for the system under which they live, and achieve a sense of integrity and judgment that will guide them through life.

### Materials List

acrylic paint - cadmium red, ultramarine blue, cadmium yellow, mars black, titanium white  
(optional - green, violet, and orange)  
containers for mixing paints ( ice cube trays and film canisters work well)  
paper - 100 lb –Strathmore Bristol – smooth (11" x 14" maximum)  
paint brushes - acrylic brush with a flat square end is a good brush to have – an assortment of  
brushes is helpful.  
scissors  
metal ruler (cork backed are good)  
glue - "Tacky glue", "Uhu" glue stick, Elmer's Craft Bond  
exacto knife and blades  
sketchbook  
assortment of colored papers (Canson Mi Tientes)  
tackle box, storage bin for supplies  
pencils  
eraser  
Sharpie marker  
india ink  
colored pencils  
double-sided tape (mounting tape)