Principles of Visual Organization - ART 110
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Course Description

This course serves as an introduction to the elements and principles of visual language, 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, questioning and
responding to the world around them and to explore ways in which to visually communicate their
perceptions. Being that this course is about exploration the final outcome is often times not the
most valuable component, it is the means in which the student arrives at the final outcome –
how much of themselves they have invested in the process that is of greatest value.

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 their personal potential with the project and sketchbook.
B = Good - student fulfills the basic requirements of the project and challenges their 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

Your final grade is based on the following schedule:

Projects 4 x 25 = 100
Final Project 100
Sketchbook 100
Attendance / participation 2 x 14 = 28 One point for attending, one point for participating
Quiz 2 x 27 = 54
Total 382
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+

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; you will need to rely on your peers for any information missed. After two absences your final grade will drop one letter grade. A 3rd unexcused absence results in a failing grade for the course.

Only absences cleared through the Office of Student Affairs are considered excused. Do not call or e-mail me about absences or excuses.

All assignments must be submitted when they are due. 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 this course is comprised of library assignments. Research assignments begin with the Form/Gestalt problem and will continue for the remainder of the course.

Research Objectives

- 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 and internet research skills
- become familiar with the basic hand tools necessary to art practice

Critiques

The purpose of class critiques is to learn to analyze artworks. As art professionals, hobbyists, connoisseurs, you need to know how to make artworks, as well as, to be able to communicate why a work is successful and 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; they serve as a means of improving the quality of your work.

We will have in progress critiques, which 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. **Cell phone use is strictly prohibited.** Any person caught texting will be excused from class and take a **20 point subtraction from their overall grade**. Repeat offenders will be asked to drop the class. **Be polite; be respectful of your classmates and the fact that they are here to learn.**

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

Supply List
Principles of Visual Organization
Paint - Gouache and/or Opaque Water color cadmium red, ultramarine blue, cadmium yellow,
            mars black, titaniumwhite
Containers for mixing paints (ice cube trays and film canisters work well)
Paper - 100 lb –Strathmore Bristol – smooth
Paint brush acrylic brush flat square end.
Scissors
Metal ruler (cork backed are good)
Glue - "Tacky glue", "Uhu" glue stick, Elmer's Craft Bond
Exacto knife and blades
Sketchbook Strathmore series 400 premium recycled 11" x 14" 60lb 100 pages
Assortment of colored papers (brand names: Chrom rama, Canson Mi Tientes)
Tackle box, shoe box storage bin for supplies
Pencils
Eraser
Sharpie marker
India ink
Colored pencils