

## **ART 111.001 - Two-Dimensional Design & Color Theory, Fall 2014**

**MAIN ART BUILDING, ROOM 202**

2:00 P.M. -- 4:50 P.M. (*Monday/Wednesday*)

**Instructor: Hsiu Ching Yu**

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### **Course Description:**

This is an introduction to the elements of art--line, shape, form, texture, value, space and color--as well as principles of design, such as unity and variety, rhythm, repetition, balance, movement and emphasis. It is an exploration of the theory of color and the use of color in design. The studio course develops students' understanding of the various possibilities in designing for the flat surface. Emphasis is placed on developing ideas and problem-solving skills and understanding design concepts and applications of color.

### **Course Objectives:**

- Assignments will be sequenced to build towards a comprehensive and inclusive study of the elements and principles of design.
- Understanding the properties of color and usage in two-dimensional visual form.
- Investigation of color, studying how color can be specified, and its development as applied to two-dimensional design.
- Work towards adopting a logical process for developing designs, adhering to specific criteria of assignments, with attention to good craftsmanship and presentation.
- Emphasis will be on a fundamental understanding of the elements and principles of design rather than on observational drawing skills.
- Design will be analyzed and discussed using basic design terminology to objectively critique work.
- Professional presentation skills and craftsmanship will be demonstrated through the use of borders, mounting boards, cover sheets, and labels.

### **Required Text:**

Art Fundamentals, Theory and Practice  
Ocvirk, Stinson, Wigg, Bone, Cayton  
McGraw-Hill

**Recommended texts:**

Launching the Imagination, A Guide to Two-Dimensional Design  
Mary Stewart

Design Basics  
David A. Lauer, Stephen Pentak

**Department of Art Attendance Policy for 100 & 200 Level Classes**

All students are required to regularly attend class. Art is a practice-based discipline and the learning process requires active participation. Students will receive a failing grade upon their fourth absence. Being tardy for class equals ½ of an absence. Being unprepared for class by not having an assignment on critique day or not having the appropriate materials to perform in class assignments will count as an absence.

Upon the first absence the faculty member will remind the student of the attendance policy. Upon the second absence, the student's name and attendance record will be forwarded to the Head of the Department of Art and a letter will be mailed to the student's permanent address. Upon the third absence, the student will be referred to the Head of the Department of Art for consultation.

Students participating in sports or other University activities can be excused from the Departmental policy if they have made arrangements with the instructor to address missed class-work BEFORE the scheduled event. A schedule of the days they are planning to perform or play must be provided at the beginning of the semester or at least a month before their first planned absence.

Willingness to follow direction is important in fundamental art classes. All assignments have been well considered and are purposeful to the development of a full awareness of art making. Complaints will not be tolerated. Students will not disrupt the lecture through casual chatting, excessive interruptions; or any other disorderly behavior.

All students are expected to be in class at the correct designated time, prepared to work, take class notes and actively participate in class discussions and activities.

Texting is absolutely not allowed. Cell phones are to be turned off during class time unless the student has the approval of the instructor prior to class start to have their cell phone turned on due to work, family, or impending emergency matter.

**Statement on Student Behavior from Student Guidebook:**

"All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment." (See Student's Guide Handbook, Policies and Procedures, Conduct)

### **Statement on Accommodations for ADA eligible students:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact me, and:

Office of Student Disability Resources and Services  
Texas A&M University-Commerce  
Gee Library, Room 132  
903-886-5150 or 903-886-5835  
Fax 903-468-8148  
[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)

### **Class Policy:**

- Attendance is required. You will be counted absent for the day if you are not present when the roll is taken.
- The student is responsible for ALL MATERIALS and INFORMATION presented in class whether or not the student is present during the class period. Get to know the names and telephone numbers of other students in the class so you can contact them in advance of the next class.
- According to the university catalog a minimum of 12 hours of work per week (6 hours in class and 6 hours outside of class) is expected for each class.
- Work must be completed by the due date. When it is appropriate, assignments will be critiqued by the entire class. If an assignment is due on a day when the student is absent, the work must be turned in on the day the student returns to class.
- Participation in classroom critiques in terms of both submitting the assigned project and sharing critical reactions is required of all students. Absence from critiques counts as two absences.
- Students who answer their cell phones in the classroom, talk on their cell phones in the classroom, or text message in the classroom – even during breaks -- will be asked to leave the class and counted absent for the day, no matter how far advanced the class period.
- Students may not listen to personal music during the class even if they are equipped with earphones.
- Clean up after yourself. When you leave the classroom, it should look better than it did when you arrived. You may bring food and beverages into the classroom as long as you are responsible for disposing of the empty containers and wrappers in the trash cans provided in the room. The last day of class we will spend time cleaning the classroom. It is in your best interests to keep the room clean during the semester so that the job at the end of the term is as “painless” as possible.

- Disciplined work habits are expected; erratic work patterns and bursts of frantic activity immediately prior to critique dates yield poor results. In other words don't wait till the night before to begin working on an assignment.
- Students are expected to work diligently during class time, and to keep "social chatter" to a minimum as it interrupts concentration and inhibits progressive development. If the class or individuals cannot be disciplined about this, then discipline will be imposed by the instructor.

### **Evaluation:**

- Professionalism: prepare all materials needed for the class and arrive to class on time both at beginning of class and after breaks.
- Meet project and critique deadlines.
- Level of dedication to class work and assignments.
- Use of visual language in class and project critiques.
- Positive attitude in learning course objectives, degree of improvement, experimentation/originality, demonstrate understanding of visual concepts.
- Projects will be evaluated on: originality, complexity of design, understanding of visual concepts, and demonstrated awareness of the problem involved, responding to the problem, ability to follow instruction, and completeness of project.

### **Grading System:**

Breakdown of assignment weights/values:

Grading assumes project is handed in on time and was part of the group critique. Students will receive a numerical grade on each assignment based on the following grading system:

|     |  |
|-----|--|
| 40% | Fulfillment of Project's objectives and Criteria as stated in class. |
| 40% | Compositional Strength   |
| 05% | Creativity & Inventiveness   |
| 05% | Presentation   |
| 10% | Craftsmanship  |

### **Course Outline:**

#### **Week 1:**

|           |  |
|-----------|--|
| August 25 | First class day of Fall 2014 semester<br>Introduction to 2-D Design and Review of Syllabus |
| August 27 | Figure–Ground: Definition & Function   |

**Week 2:**

September 1 No class, Labor Day

September 3 Figure–Ground: Tessellation Compositions Exercises and Project  
Information: Problem-Solving Process and Sketchbook

**Week 3:**

September 8 Critique Assignment: Figure and Ground Compositions  
September 10 Introduction to Line and Shape Project and Exercise  
Introduction to Line Functions, Line Function Exercises, Line  
Quality Exercise

**Week 4:**

September 15 Line Project, Problem-Solving Process and Sketchbook  
September 17 Shape, Characteristics & Exercise and Project

**Week 5:**

September 22 Shape, Problem-Solving Process and Sketchbook  
September 24 Critique Assignment: Line and Shape Projects

**Week 6:**

September 29 Introduction of Color  
Assignment: Monochrome Study/Gray Scales  
October 1 Assignment: Achromatic colors: Achromatic composition

**Week 7:**

October 6 Basic Color Theory: Itten and Munsell Systems  
October 8 Exercises and Project: Seven Kinds of Color Contrast

**Week 8:**

October 13 Traditional Color Harmonies  
October 15 Exercises and Project: Six traditional Color Schemes

Midterm, Vocabulary Exam

**Week 9:**

October 20 Introduction to Value and Focal Point Exercise  
October 22 Value and Focal Point Exercise  
Problem-solving Process and Sketchbook

**Week 10:**

October 27 Design currency, using shape, color and value to establish form  
October 29 Exaggeration, Expression, Symbolism, Abstraction, Satire, use of  
Theme

**Week 11:**

November 3 Currency Design Continued  
November 5 Critique Assignment: Currency

**Week 12:**

November 10 Introduction to Golden Mean Project and Exercises  
November 12 Golden Mean Continued

**Week 13:**

November 17 Golden Mean Project and Exercises  
Problem-solving Process and Sketchbook  
November 19 Critique Assignment: Golden Mean

**Week 14:**

November 24 Final Research Project: Presentation on Analysis of a Master  
Research and present a major piece of an artist or designer,  
exploring and showing how their individual color strategies and  
methods contribute to visual unity  
November 26 Final Research Project Continued

November 27-28 Thanksgiving Break

**Week 15:**

December 1 Final Research Project Continued  
December 3 Final Presentation

Clean-Up studio day

Last Class Day of the semester

Turn in Portfolio by 5:00 p.m.

The Portfolio should contain:

1. One CD with photos of work, which includes
  - Tessellation Compositions Exercises and Project
  - PowerPoint or Prezi Presentations on: line, point, shape, form, texture, color, space, volume/mass, value, pattern, time, motion.
  - Projects: Line, Shape, Texture, Value, Space.
  - Exercises: Seven Kinds of Color Contrast, Six Traditional Color Schemes
  - Assignments: Personal Identifying LOGO  
Design Currency  
Golden Mean
  - Final Project: Presentation of a Master.
2. A short essay in which you evaluate your performance for the semester. Be sure to include a grade and a justification for receiving that grade.

**Week 16:**

December 8-12      Final Exam Week

December 13        Commencement

**This schedule is only a guide; it may be changed throughout the semester as needed.**

**Supply List:**

Flat watercolor brushes

Acrylic gel medium

Acrylic paints: black, white, and primary red, blue and yellow

Sketchbook

18x24-inch drawing pad

1 pack of construction paper (assorted color)

Mechanical pencil

HB pencil

X-ACTO knife

18-inch metal ruler

Rubber cement

Erasers

Scissors

Glue stick

Rivers BFK paper: white, black and grey as needed

Cutting Board

Mat Board, as needed

Masking tape or drafting tape

Black, white mounting board, as needed

Tracing paper wide enough to cover the surface of your projects

Lion card for campus photocopy machines

Carrying container for supplies

Portfolio for Transporting Work