

ART 107 | Design Fundamentals

College of Fine Arts, Department of Art Classroom: HFA 152

Meeting times: M/W 8:30 - 11:15am

Hours: Regular hours [TBA]; and by appointment

Course description

ART107 is structured to build a solid foundation upon which students can base their growing design abilities. Major principles of design are learnt through a series of progressively challenging weekly exercises. Emphasis is placed on craftsmanship, compositional methods, and introductory level color theory. Additionally, students will be introduced to significant figures in contemporary and historical, art and design. Practical experience for developing necessary skills and techniques, using traditional and contemporary design tools is accomplished through class demonstrations, assignments, lectures, reading assignments, class discussions, and most importantly, studio time spent making work.

Learning Outcomes

1. Introductory knowledge of fundamental visual design elements and principles: form, line, shape, value, texture, color, space, and composition as they apply to two-dimensional design.
2. Developed technical & observation skills associated with design through a series of related assignments.
3. Heightened awareness of the visual world and an ability to relate the discussed principles and skills.
4. A portfolio of design projects which demonstrate significant growth in all of the above and specifically creative & technical skills, and demonstrate a solid understanding of the visual elements & techniques of 2D Design
5. An understanding of a glossary of common terms used in the practice of design.

Class Schedule**Classroom: HFA 152Meeting times: M/W 8:30 - 11:15am

WEEK 1 INTRODUCTION

General introduction to syllabus, design fundamentals, materials & introductory vocabulary Discussion and assignment, Begin rst project

WEEK 2 & 3

FORM & ORGANIZATION:Lecture/Demonstration: Figure/ground principles, organizing principles, unity, form & organization in image making.Begin form and balance problems: 2-d organizing principles, black and white paint application. Conclude form & organization projects & critique.

WEEK 4, 5 & 6

LUMINANCELecture/Demonstration: Introduce element of value, illusion of space, high key and low key, atmospheric value. Black and white gray scale painting applicationDiscussion of the physical & expressive characteristics of value and begin, complete and critique project in applied value.

WEEK 7 & 8

VISUAL TEXTURELecture/Demonstration: Introduce the element of texture and pattern techniques and examples. Projects explore the expressive surface texture with radial symmetry.

WEEK 9

COLOR | Theory & practiceLecture/Demonstration: Color theory, primary colors, secondary colors, and tertiary colors paint application. Begin and complete Color wheel, tinting, shading & toning color scales

WEEK 10&11

MONOCHROMATIC COLOR PROJECTLecture/Demonstration: Monochromatic color and the importance of value and color intensity. Begin/complete and critique project in monochromatic color

WEEKS 12 & 13

ANALOGOUS COLOR PROJECTLecture/Demonstration: Introduce analogous color schemes with a focus on gradient Begin/complete and critique project in analogous color

WEEK 14 & 15

SPLIT COMPLIMENTARY COLOR SCHEMELecture/Demonstration: Introduce

complimentary and split complimentary color schemes Begin and complete neutralizing color scalesBegin/complete and critique project in split complimentary color

WEEK 16:

FINAL PROJECT CRITIQUE AND PORTFOLIO REVIEW Final Date & Time:
Wednesday, December 9th, 8 a.m. - 10 a.m.

*Subject to revision based on the needs and development of the class.

Reading and Research

A recommended list will be distributed in class.

UNLV Libraries and information resources Fall and spring semesters Monday-Thursday: 9am-7pmFriday: 9am-5pm

Saturday, Sunday, some holidays: Closed Summer and intercessions Monday-Friday: 9am-5pmSaturday, Sunday, holidays: Closed

Links

<https://www.library.unlv.edu><http://go.unlv.edu/maps>
http://www.library.unlv.edu/contact/driving_directions

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Class Requirements

AttendanceAttending class is mandatory and fundamental for success in this course. As studio workshop course, the majority of the work will be produced in class. Absence, late arrival, or leaving class early, will negatively affect the final

grade.

Grading

Your final grade is an average of the following: Each critique is worth 25% and your Final Portfolio is worth 25%. Critique grades are calculated by averaging all assignments due. A = work of exceptionally high quality, B = strong work, C = good work, D = poor work, F = work incomplete or of exceptionally poor quality. Quality will encompass the technical skills demonstrated as well as the conceptual or creative effort put into the assignment. Late critique work is not accepted. However, all assignments are expected to be present in your Final Portfolio due at the end of the semester.

Percentages equal letter grades as follows: A= 100-95 A- =94-90 B+=89-87 B 86-84 B-=83-80 C+=79-77 C= 76-74 C-= 73- 70 D+=69-67 D=66-64 D-=63-60 F= 59-0

Deadlines

Studio projects, presentations, research or reading/writing assignments, and work completed for critiques, are due on the designated day. Late work will be accepted but it will be graded starting at half the points (50 points=D). If you are absent on the day an assignment is due, your work will be graded as late.

Extra Credit

Extra credit may be earned by reworking assignments for your Final Portfolio. You can earn up to an additional 10 points on each assignment that is resubmitted. Points given will depend on the quality and quantity of improvements. You may not submit an assignment for extra credit that was initially late.

Final exam

If a final exam is scheduled, is mandatory to attend. Failure to do so will automatically produce a non passing grade. If an emergency occurs for causes involuntary to the student responsibility you should contact me to make the necessary arrangements. Grades will be posted on the UNLV web site the first Wednesday following the final exam.

UNLV Policies

Academic Misconduct

Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the Student Academic Misconduct Policy (approved December 9, 2005) located at: <http://studentconduct.unlv.edu/misconduct/policy.html>.

Copyright

The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. *You are individually and solely responsible for violations of copyright and fair use laws.* The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC) The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you.

If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to me during office hours so that we may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach me before or after class to discuss your accommodation needs.

Religious Holidays Policy Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of

the student to notify the instructor no later than the end of

the first two weeks of classes, September 5, 2014, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. Additional information:

<http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Incomplete Grades

The grade of I – Incomplete – can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester. semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600- , or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

TutoringThe Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling 702-895-3177 or visiting the tutoring web site at: <http://academicsuccess.unlv.edu/tutoring/>.

UNLV Writing CenterOne-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located inCDC-3-301. Although walk in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. Additional information: <http://writingcenter.unlv.edu/>

Rebelmail

By policy, faculty and staff should e-mail students’ Rebelmail accounts only.

Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. Emailing within WebCampus is acceptable.