

ALLAN HANCOCK COLLEGE COURSE OUTLINE

DISCIPLINE PLACEMENT: Art (Masters Required) or Graphic Arts

DEPARTMENT: Fine Arts

PREFIX & NUMBER: ART 110

CATALOG COURSE TITLE: Design 1

BANNER COURSE TITLE: Design 1

UNITS: 3

	Hours per week (based on 16 weeks)	Total Hours per Term (range based on 16-18 weeks)	Units
Lecture:	2.00	32.00-36.00	2.00
Lab:	4.00	64.00-72.00	1.33
Total Contact Hours:	6.00	96.00-108.00	3.00 – 0.00

NUMBER OF TIMES COURSE CAN BE REPEATED:

GRADING OPTION:

GR/P/NP - Letter Grade or Pass/No Pass

PREREQUISITE(S): None

COREQUISITE(S): None

ADVISORY(IES): None

LIMITATION(S) ON ENROLLMENT: None

ENTRANCE SKILLS:

CATALOG DESCRIPTION:

An introduction to the visual elements and principles of design. This is a lecture/lab experience requiring specific materials.

COURSE CONTENT:

Over the course of the semester the following topics will be covered:

1. Introduction
 - A. definition and philosophy of design

- B. design concepts
 - C. design 1 artist's perception of personal environment
 - D. requirements, portfolio, etc.
 - E. attitude: a professional approach
 - F. findings, meaning, and coordination in portfolio
 - G. elements of design: line, shape, value, texture, color and spatial illusion
 - H. principles of design: balance, proportion, repetition, contrast, harmony, unity, point of emphasis, and visual movement.
 - I. Evaluation and critique of examples of two-dimensional art from various cultures, historical periods, and aesthetic sensibilities.
2. Essence of Design - structure
 - A. vertical/horizontal versus diagonal line
 - B. implied visual forces
 - C. diffused space (balance)
 - D. contrast in value
 3. Point of Emphasis
 - A. dominant contrasts
 - B. unity
 - C. elements of design: line, shape, value, texture, color and spatial illusion
 - D. principles of design: balance, proportion, repetition, contrast, harmony, unity, point of emphasis, and visual movement.
 4. Pattern
 - A. structure vs. random
 - B. symmetry operations
 - C. diffusion
 - D. rhythm
 - E. elements of design: line, shape, value, texture, color and spatial illusion
 - F. principles of design: balance, proportion, repetition, contrast, harmony, unity, point of emphasis, and visual movement.
 5. Progression – Spatial Illusion
 - A. point progression
 - B. line progression
 - C. visual movement
 - D. elements of design: line, shape, value, texture, color and spatial illusion
 - E. principles of design: balance, proportion, repetition, contrast, harmony, unity, point of emphasis, and visual movement.
 6. Abbreviated image
 - A. frame and format
 - B. color strategies
 - C. abstraction
 - D. elements of design: line, shape, value, texture, color and spatial illusion
 - E. principles of design: balance, proportion, repetition, contrast, harmony, unity, point of emphasis, and visual movement.
 7. Color
 - A. the aesthetic and scientific aspects of color
 - B. the three dimensions of color
 - a. hue
 - b. value
 - c. saturation
 - C. color wheel design
 - D. elements of design: line, shape, value, texture, color and spatial illusion
 - E. principles of design: balance, proportion, repetition, contrast, harmony, unity, point of emphasis, and visual movement.
 8. Combined elements
 - A. variety in composition
 - B. implied texture
 - C. elements of design: line, shape, value, texture, color and spatial illusion
 - D. principles of design: balance, proportion, repetition, contrast, harmony, unity, point of emphasis,

and visual movement.

9. Portfolio

- A. layout and binding
- B. font and text formatting
- C. presentation & formal critique

COURSE OBJECTIVES:

At the end of the course, the student will be able to:

1. use a vocabulary of design terms in the oral and written analysis of works to help articulate comprehension of the basic elements, including line, shape, texture, value, color and spatial illusion; and principles of design, including balance, proportion, repetition, contrast, harmony, unity, point of emphasis, and visual movement;
2. evaluate and critique examples of two-dimensional art from various cultures, historical periods, and aesthetic sensibilities.
3. create clean and neat projects using brushes, paint, paper cutting tools, adhesives, and tape.
4. Independently produce visual compositions and problem-solving projects utilizing conceptual and formal approaches in two-dimensional design that successfully incorporate the basic elements and organizing principles of two-dimensional art;
5. create a clearly organized portfolio of course projects

METHODS OF INSTRUCTION:

Methods of Instruction

Lab
Lecture

Methods of Instruction Description:

Lecture, combined with instructor demonstration of technical procedures, class discussion, ideation process, critique of such procedures, and instructor supervision of students' application of aforementioned procedures.

OUTSIDE ASSIGNMENTS:

Other Assignments

Students will render an example(s) of each of the 5-essence of design. These problems consist of examples of the 3-dimensions of color such as saturation, hue, and value. Black and white problems explore concepts of positive-negative relationships, abbreviated imagery, mobius flow patterns and structure.

Outside Assignments

Project development by written analysis over visual images.

Sample Assignment:

Students will locate appropriate visual findings and provide written analysis as it relates to each project. Students will demonstrate their grasp of the principles and elements of design.

METHODS OF EVALUATION:

Methods of Evaluation

Quizzes
Portfolios
Projects

Class Work
Home Work

Writing Requirements

1. Evaluation is based on periodic critiques, mid-semester portfolio review and final portfolio review in the form of a written critique.
2. Final portfolio presentation will be graded on:
A. appropriateness of findings
B. continuity of portfolio
C. design and presentation

Example of written assignment:

Locate a found image and analyze two principles of design located within image.

REQUIRED TEXTS AND OTHER INSTRUCTIONAL MATERIALS:

Adopted Text:

- Ed Harvey (2012). *The Handbook of Visual Mechanics*

Other Materials:

- Stroop, Jack. Design Dialogue.
- Chetham, Frank. Design Concepts and Application.
- Magazines: Communication Arts, Art News, Other Current Art Publications
- Itten, Johannes. The Art of Color.
- Itten, Johannes. The Elements of Color.
- Syllabus

STUDENT LEARNING OUTCOMES:

1. ART110 SLO1 - Produce compositions that demonstrate an exploration of the elements and principles of design in a clear, cohesive presentation.
2. ART110 SLO2 - Demonstrate understanding of concepts, materials, and process involved in the creation of Design.
3. ART110 SLO3 - Demonstrate an effective level of craft in production and presentation.