ART 003A: BASIC DESIGN & COLOR

Originator
jcook

Justification / Rationale
Including more relevant text. Periodic review.

Effective Term
Fall 2019

Credit Status
Credit - Degree Applicable

Subject
ART - Art

Course Number
003A

Full Course Title
Basic Design & Color

Short Title
BASIC DESIGN & COLOR

Discipline

Disciplines List
Art

Modality
Face-to-Face

Catalog Description
This course is an introduction to the fundamentals of two dimensional design. Through hands-on assignments, various traditional and contemporary design techniques are covered which include the use of pencil, paper and paint. Mixed media applications are introduced at the end of the course. Throughout the course, emphasis is placed on the study and use of basic visual elements ofline, shape, texture, space, time and color theory and on organizational principles of compositional structure and concept development. These techniques enable students to gain experience in organizing their thoughts in solving design problems and to communicate visual images as creative statements.

Schedule Description
This course is an introduction to the fundamentals of two dimensional design in which students gain experience in organizing their thoughts to communicate visual images as creative statements. Visual problem solving involves basic elements and principles of design using various papers, acrylic paint and mixed media applications.

Lecture Units
2
Lecture Semester Hours
36

Lab Units
1
Lab Semester Hours
54

In-class Hours
90

Out-of-class Hours
72

Total Course Units
3

Total Semester Hours
162

Required Text and Other Instructional Materials

Resource Type
Book

Formatting Style
MLA

Author
Ecksut, JoAnn Ecksut, Arielle

Title
Color: The Secret Language of Color

City
New York

Publisher
Black Dog and Leventhal Publishing

Year
2013

College Level
Yes

ISBN #
978-1579129491

Resource Type
Book

Formatting Style
MLA

Author
Pentak, Stephen Lauer, David

Title
Design Basics

Edition
9th

City
Boston

Publisher
Centrage Learning, Boston

Year
2016

ISBN #

978-1285858227

Class Size Maximum

25

Course Content

1. Basic compositional elements
   a. Line and its aspects
   b. Shape and its aspects
   c. Space and its aspects
   d. Texture and its aspects
   e. Time and its aspects
2. Basic principles and organizational design structure
   a. Balance
   b. Continuity
   c. Emphasis
   d. Rhythm
   e. Unity
   f. Variety
   g. Repetition
   h. The plethora of other organizational principles that may be utilized (see recommended text)
3. Form
   a. Fine art applications
   b. Graphic design and applied art applications
   c. Industrial design applications
   d. Craft applications
4. Color
   a. Theoretical applications
   b. Subjective vs. objective approaches
   c. Psychological aspects
   d. Environmental aspects
   e. Cultural aspects
   f. Symbolic connotations
   g. Local color
5. Introduction to elementary color theory and pigment mixing
   a. Color Wheel
   b. Tints
   c. Tones
   d. Shades
   e. Neutralization
6. Painting surfaces
   a. Watercolor papers
   b. Primed canvas board
   c. Primed stretched canvas
7. Paint applicators
   a. Brushes
      i. natural types and their variable use
      ii. synthetic types and their variable uses
   b. Palette knives
      i. metal
      ii. plastic
      iii. Alternative applicators
   c. sponges
      i. rags and bags
      ii. rollers

8. Fundamental painting techniques
    a. Opaque and translucent
    b. Washes
    c. Glazing
9. Gloss versus matte varnishes
10. Sketch book formats

Lab Content
1. Basic compositional elements
    a. Line and its aspects
    b. Shape and its aspects
    c. Space and its aspects
    d. Texture and its aspects
    e. Time and its aspects
2. Basic principles and organizational design structure
    a. Balance
    b. Continuity
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    b. Palette knives
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    c. Alternative applicators
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    b. Washes
    c. Glazing
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10. Sketch book formats

Course Objectives

	Objectives
Objective 1	Acquire knowledge of human responses to visual stimuli through the range of possibilities and unique qualities inherent in each of the visual elements.
Objective 2	Arrange organizational factors of elements and principles of design and be able to assemble them effectively in basic compositional structure.
Objective 3	Develop basic skills in the effective use of design and colors
Objective 4	Analyze and resolve basic technical problems inherent to basic design medium such as pencil, pen, papers, marker and water based paint.
Objective 5	Evaluate the means by which a design problem may be solved.
Objective 6	Objectively analyze and assess their own work as well as the work of their peers through evaluation a d critique of class projects using design terminology in oral or written formats .
Objective 7	Present ideas and completed works of art using a professional format.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Create basic compositions using basic design elements and principles
Outcome 2	Arrange basic schematic and symbolic use of color in a series of designs employing aesthetics, creativity and quality craftsmanship.
Outcome 3	Analyze and evaluate their own work as well as the work of others in a verbal critique format.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Demonstration, Repetition/Practice	Instructor demonstrates in groups proper safety use of equipment and painting materials prior to assignments. After clarifying assignment concept, instructor demonstrates effective use of format and materials using vocabulary and technical applications relevant to the assignment.
Lecture	Instructor informs, guides and advises students in relative concept, compositional format and historical technical applications
Observation	Students view electronic and/or physical examples of assignments with relevant content created by instructor and other relevant works by professionals in the field
Activity	During designated laboratory time, students work individually using a variety of visual approaches such as sketches and proposals in draft format in preparation for creating final visual resolution.
Skilled Practice at a Workstation	Students will perform necessary tasks to complete assignments at a given workspace i.e. drawing table. (Currently there are 18 workstations located in design room. The 18 are limited due to spatial and safety concerns.)
Technology-based instruction	Introduction of "smart phone" as a design tool through instructor group demonstration.
Laboratory	Students work hands-on relating to assignments creating works of two-dimensional art.
Self-exploration	Students are assigned design problems to solve in personal and unique formats.

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Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Self-paced testing,Student preparation	Students read handouts describing assignment and create informal 'rough' sketches pertaining to assignment. The sketches students create are for final images to be based upon.	Out of Class Only
Student participation/contribution	Students contribute verbally in informal discussions and formal critiques.	In Class Only
Mid-term and final evaluations	Students prepare assignment presentation format.	Out of Class Only
Self/peer assessment and portfolio evaluation	During critiques, students ask questions of themselves relative to goals and objectives of assignment to both their own as well as their peers art work.	In Class Only
Product/project development evaluation	Students create series' of out of class sketches in preparation for in class studio work.	Out of Class Only
Group activity participation/observation	Students discuss peer to peer and as groups while observing differing visual problem resolutions.	In Class Only
Critiques	Students present their assignments to the instructor and class as a group assessing and defending their work. Feedback resulting from the students' presentation occurs between the student themselves, their peers and their instructor. Students also discuss and inquire concerning peer art work.	In Class Only
Written homework	Students inventory informational notes in preparation for critiques.	Out of Class Only
Mid-term and final evaluations	Students present midterm and final assignments with an oral presentation where the oral defends the visual resulting in the visual defending the oral.	In Class Only
Written homework	Students inventory informational notes in preparation for critiques.	Out of Class Only
Mid-term and final evaluations	Students present mid-term and final assignments with an oral presentation where the oral defends the visual presentation format out of class.	In Class Only
Product/project development evaluation	Brief instructor input held on an informal level during class time during student progress on assignment.	In Class Only
Presentations/student demonstration observations	During critiques, students verbally present a summary of their art work concerning aesthetics and technical skills utilized.	In Class Only

Assignments

Other In-class Assignments

Example assignments:

1. Variations of Conceptual Shape Development. Design a minimum of ten shapes that subjectively, in an abstract format, communicate specific concepts. Using cutting techniques demonstrated in class, cut a variety of shapes to produce ten uniquely differing variations of shape format and overall shape make up. The content may be based on an abstract emotion or feeling (anger, love, etc.) or may be approached by using a descriptive word such as an adjective or adverb (scintillating, oceanic, etc.). The shape cannot resemble any form that exists in our physical reality.

2. Variations on a Theme. Design three different prototype shapes that are abstracted from natural objects found in nature. Each shape must have three distinct component parts creating the whole. Choose one prototype and then create five variations on a theme based on that prototype. Maintain unity with the integrity of shape design and format of the prototype with each variation. Using the five completed variations, create three individual compositions by physically manipulating the five variations through the use of cropping and overlapping techniques. Explore principles of compression and release, rhythm, focal point (s), unity and balance. Design is to be painted with acrylics in variations of grey. Utilize and refer to painted grey scale for reference.

3. Pigment Mixing Exercises. Using paint mixing techniques demonstrated in class create a color wheel using only primary colors. Explore the use of hue establishment and value development for each color on the color wheel. For each color mix out from the

central pure hue a minimum of five tints. Create tints, tones and shades of one color. Desaturate one set of complementary colors to a neutral followed by tinting out neutral in three to five steps.

4.   Abstracted Organic or Geometric Composition using schematic color theme. Develop a series of rough studies for organic, geometric and combination shape compositional structure. From the rough sketches choose one to develop further into a final painting. Utilizing hard edge, painterly or combination painting approaches demonstrated in class, paint the composition in a selected color scheme discussed in class. Choose from monochromatic, complementary, split complements, triadic or analogous color schemes. Use tints, tones and shades in varying degrees throughout the composition.

5.   Symbolic Self Portrait. Develop a unified composition based on the symbolic use of shape and color in subject matter relating to the self. In preparation for critique, write notes to use during presentation explaining the application and content of the icons and symbolic color used in the self portrait.

Other Out-of-class Assignments

Research other cultural use of design applicable to specific assignments.

Research historical and cultural use of icons, images and color symbolism.

Research design and color outside of their familiar.

Grade Methods
Letter Grade Only

COD GE
C3 - Arts, Humanities, and Culture

CSU GE
C1 - Arts, Music, Drama, Cinema Arts

MIS Course Data

CIP Code
50.0701 - Art/Art Studies, General.

TOP Code
100200 - Art

SAM Code
E - Non-Occupational

Basic Skills Status
Not Basic Skills

Prior College Level
Not applicable

Cooperative Work Experience
Not a Coop Course

Course Classification Status
Credit Course

Approved Special Class
Not special class

Noncredit Category
Not Applicable, Credit Course

Funding Agency Category
Not Applicable

Program Status
Program Applicable

Transfer Status
Transferable to both UC and CSU

C-ID
ARTS 100

Allow Audit
No

Repeatability
No

Materials Fee
No

Additional Fees?
No

Approvals

Curriculum Committee Approval Date
02/05/2019

Academic Senate Approval Date
02/14/2019

Board of Trustees Approval Date
03/15/2019

Course Control Number
CCC000248545

Programs referencing this course
Art History AA-T Degree (http://catalog.collegeofthedesert.eduundefined?key=1)
Digital Design Production AS Degree (http://catalog.collegeofthedesert.eduundefined?key=126)
Digital Design Production Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined?key=127)
Studio Arts AA-T Degree (http://catalog.collegeofthedesert.eduundefined?key=2)
Graphic Design and Marketing AS Degree (http://catalog.collegeofthedesert.eduundefined?key=213)
Applied Photography Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined?key=217)
Liberal Arts: Arts, Humanities Communications AA Degree (http://catalog.collegeofthedesert.eduundefined?key=26)