

**Tompkins Cortland Community College**  
**Master Course Syllabus**

**Course Discipline and Number: ART 110**  
**Course Title: Design I**

**Year: 2020-2021**  
**Credit Hours: 3**

**Attendance Policy:** *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

**Services for Students with Disabilities:** *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

### **Course Description**

Introduces the basic visual vocabulary of two-dimensional design and provides a variety of experiences addressing the creative application of design concepts. Projects, lectures, and critiques address the development of visual and aesthetic judgment. Critiques and discussions also provide the opportunity to analyze and verbally communicate the visual experience. ART 110 fulfills the SUNY General Education requirement in The Arts, but is not a Liberal Arts course. Additional course fee (included in tuition bill) required. Prerequisites: Prior completion or concurrent enrollment in ENGL 099 and RDNG 099 if required by placement testing. 3 Cr. (2 Lec., 2 Lab.) Fall semester.

### **Course Context/Audience**

This course is an Art elective and should transfer to four-year colleges. It is a required course for Photography / Fine Arts majors and Graphic Design majors. Photography / New Media majors should take ART 117 Visual Design for Electronic Media.

### **Basic Skills/Entry Level Expectations**

**Writing:** W1 Student should be taking ENGL 099 (if needed). The course requires very limited writing, e.g., short written responses of a paragraph or less.

**Math:** M0 Course requires very little or no math.

**Reading:** R1 Course may be taken concurrently with RDNG 099.

### **Course Goals**

Students will learn, understand, and apply the principles and elements of design.

Students will complete exercises with traditional art materials that will clarify and improve their understanding of two-dimensional design concerns.

Students will gain skills in the use of traditional art materials and will develop a familiarity with processes that are used for visual problem solving.

Students will improve their ability to discuss, analyze, and critique visual works including their own assignments, and the work of their peers.

## Course Objectives/Topics

Objective/Topic	% Course
Students will be able to identify, define and apply, individually or grouped, the principles and elements of design. (The exact list of principles and elements varies according to the source one references. This course uses a rather comprehensive interpretation as follows: principles: order, unity, balance, emphasis, contrast, movement, rhythm, harmony, scale, and proportion; elements: space, line, shape, plane, mass, form, texture, pattern, color, light and shadow.)	20-40%
Students will design and create visual solutions to problems presented. Students will develop creative skills, visual skills and aesthetic judgment.	20-40%
Students will demonstrate technical competence in the handling of traditional art materials.	10-20%
Students will discuss, compare, interpret, and critique their work and the work of their peers.	10-20%

## General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> <li>➤ develop meaningful questions to address problems or issues.</li> <li>➤ gather, interpret, and evaluate relevant sources of information.</li> <li>➤ reach informed conclusions and solutions.</li> <li>➤ consider analytically the viewpoints of self and others.</li> </ul>	<p>Students will become familiar with universal methods of communicating visually; use of symbols and symbolism, use of color and the perceptual effects of color, and the effects of formal visual organizational systems.</p> <p>Students will study and create visual communications which can produce emotional, psychological, and intellectual reactions.</p>
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> <li>➤ Students will begin to understand how their lives are shaped by the complex world in which they live.</li> <li>➤ Students will understand that their actions have social, economic and environmental consequences.</li> </ul>	<p>Students will have the opportunity to create expressive visual works of art.</p> <p>Students will study, discuss, interpret, and seek to understand the visual attributes of art work.</p> <p>Students will study and create visual works which utilize universal image attributes to communicate complex content.</p>

## Instructional Methods

As an art studio course, there is considerable emphasis on the importance of the production of artwork. It is suggested that each topic, or groups of topics, be presented, discussed, and followed by the creation of a visual project.

Technical and procedural topics, such as the use of paints, adhesives, preliminary sketches, cartoons, layouts, and scaling, can be demonstrated and followed by the creation of visual projects.

Assigned readings, class discussions of readings, written assignments, class presentations, tests, and the review of tests should assist the student in learning the required material.

Critiques of student projects should occur on an almost weekly basis. The critique allows students to develop verbal communication skills, improves their ability to analyze and compare visual solutions, and improves their critical judgment.

## Methods of Assessment/Evaluation

Method	% Course Grade
The assignments and projects that students execute will be evaluated by applying the specific criteria established for each project. These criteria may address technical, visual, creative, intellectual, and aesthetic concerns.	50-70%
Tests, papers, class presentations, and an evaluation of participation in discussions will establish the students' knowledge on the topic of two-dimensional design.	10-30%
The students' abilities to discuss and critique work will be established by their participation in group critiques and discussions.	10-30%

## Text(s)

Launching the Imagination (2D); Stewart, 4<sup>th</sup> Edition, 2012, McGraw-Hill, ISBN:9780077379803

## Bibliography

Dantzig, Design Dimensions, An Introduction to the Visual Surface, Prentice-Hall, © 1990.

Ocvirk, Stinson, Wigg, Bone, & Clayton, Art Fundamentals Theory and Practice, Brown & Benchmark, © 1994.

Martinez & Block, Visual Forces, An Introduction to Design, Prentice-Hall, © 1988.

## Other Learning Resources

### Audiovisual

The TC3 Slide Library has an extensive collection of images that may be assembled for tailored slide presentations.

The TC3 Media Services has instructional videotapes on many related subjects.

### Electronic

Online sources can be accessed in any of the computer labs with internet connections.

### Other

Note: The student portfolio size for Graphic Design majors and Photography majors has been standardized to an 11 x 14 inch format. It is strongly suggested that whenever practical, student assignments be completed in this format.