

Fall 2007

## **ART 111 INTRODUCTION TO ART AND DESIGN**

Section: T, Th 11-12;20  
Room: MS 154  
Professor: Mr. Charles Goolsby  
Office: Temporary Trailer 2  
Office Hours: McGlothin Street Atrium- 2nd Floor, M,W,T,Th 10-10:50 a.m. I am open to discussion on questions or problems you may have related to this class, and can meet outside of my regular office hours. To schedule an appointment, please email me a couple of days in advance.  
Contacts: [cgoolsby@ehc.edu](mailto:cgoolsby@ehc.edu) and voicemail X6228, checked every 24 hours M-F when classes are in session. Please speak slowly and clearly leaving a cell (or) phone number.  
Website: [www.charlesgoolsby.com](http://www.charlesgoolsby.com)

### **I. Description:**

This course serves as an introduction to the basic materials and concepts of visual communication and creative expression. Students will gain a broad working understanding of the structural elements, the organizational principles, the psychological effects, and the communicative functions of two-dimensional art and design. These fundamentals of art serve as the underlying foundation for all areas of visual expression including publication design, web design, instructional delivery visuals, and all areas of the fine arts.

Many of the student projects will be achromatic; however, the last part of the course will emphasize an investigation of color theory and schematic relationships, with attention given to color perceptions and organization in order to achieve specific effects.

Students will also examine methods for manipulating two-dimensional space in order to create the illusion of depth on a flat surface. Students will complete problem-solving studio assignments in order to encourage investigation, understanding, and refining of the skills, techniques, and concepts necessary for creative but effective visual communication. Study and criticism of visual art will further enable students to develop criteria for the analysis and evaluation of images both by themselves and by others.

In-class studio student participation with instructor feedback will be the primary activity. The instructional activities will include lecture, discussion, demonstration, slides, movies, videos, group and individual critique. Students will spend approximately ten hours a week on this class.

### **II. Objectives:**

Each Student will:

1. begin to cultivate an understanding of the expressive content, communicative qualities, and vocational potential of the image-making processes;
2. demonstrate an understanding of the manipulation of design elements according to the specific principles of two-dimensional design;
3. demonstrate an understanding of color theory and to use color correctly, relatively, and expressively;
4. develop a sense of hierarchy in ordering and manipulating two-dimensional design elements.
5. employ compositional principles as a primary means of expression;
6. develop ability and confidence in individual decision-making processes, techniques, and skills;
7. develop an understanding of and experience in the use of the imagination and creative

thinking skills in the image-making process;

8. develop criteria for the analysis and evolution of images by self and others; and

9. learn how to appropriately preserve, present, display, and exhibit one's work.

### III. Project and Exam Overview:

Problem 1. Line Pattern

Problem 2. Line - Calligraphic

Problem 3. Line to Create Value

Problem 4. Repeating Shape

Problem 5. Economy Shape

Problem 6. Collage – Overlapping Shape

Problem 7. Value Transposition

Problem 8. Chiaroscuro

Problem 9. Space

Problem 10. Color - Hue

Problem 11. Color - Value

Problem 12. Color – Intensity

Problem 14. Portfolio

Problem 15. Exam 1

Problem 16. Exam 2

Extra Credit: A two-page typed (or word processed) response paper about the artalk/exhibits listed in the Lyceum Schedule. 2 points extra credit added to the student's final average. Papers are due in printed form within one week of the artalk.

Calendar: Subject to change as needed by the instructor.

	Date	Preparation Before Class	In-Class Activity	Assignment Due
1	Tuesday, August 21	Read Chapter 1	Syllabus Questions  Film: <u>The Way Things Go</u> : Fischli & Weiss	

2	Thursday, August 23	Read Chapter 2  Purchase Supplies	Supply Review  Overview of Art Elements and Principles of Design	Quiz: Chapter 2
3	Tuesday, August 28	Read Chapter 3 Line	Overview of Line: Explanation of Line Project	
4	Thursday, August 30	Work on Line Pattern Project	Work on Line Pattern Project  Explanation of Calligraphic Line Project	Quiz: Chapter 3 Line
5	Tuesday, September 4	Finish Line Pattern Project  Work on Calligraphic Line Project	Film: <u>Christo- Running Fence</u>	Line Patten Project Due
6	Thursday, September 6	Work on Calligraphic Line Project	Work on Calligraphic Line Project  Explanation of Line Project 3, Line to Create Value	
7	Tuesday, September 11	Finish Calligraphic Line Project  Begin Line to Create Value Project	Work on Line to Create Value Project	Calligraphic Line Project Due
8	Thursday, September 13	Work on Assignment 3: Line to Create Value	Film: <u>Keith Haring: Drawing the Line</u>  Work on Assignment 3: Line to Create Value	
9	Tuesday, September 18	Work on Assignment 3: Line to Create Value  Read Chapter 4 Space	Explanation: Project 4: Repetition Motif  Work on Assignment 3: Line to Create Value	
10	Thursday, September 20	Finish Line to Create Value Project  Begin Repetition Motif Project	Work on Repetition Motif Project	Quiz: Chapter 4  Line to Create Value

11	Tuesday, September 25	Work on Repetition Motif Project	Explanation of Project 5: Economy  Work on Repetition Motif Project	
12	Thursday, September 27	Finish Repetition Motif Project - Wait until class for gluing instructions  Plan out economy project	Glue Repetition Motif Project.  Explanation of Collage Project  Work on Economy Project	Repetition Motif Project
13	Tuesday, October 2	Work on Economy Project  Gather photos, etc. for the collage project	Review Collage selections  Film: Collage	Economy Project Due
14	Thursday, October 4	Work on Collage	Final approval and gluing of collage  Explanation: Value Transposition Project	
15	Tuesday October 9	Finish Gluing Collage  Study 10 hours for your Exam	Exam	Exam
16	Tuesday, October 16	Work on Value Transposition  Read Chapter 5: Value	Explanation: Value Chiaroscuro  Exam return	Collage Project
17	Thursday, October 18	Work on value transposition	Work on Value Transposition	Quiz: Chapter 5
18	Tuesday, October 23	Finish Value Transposition  Work on Chiaroscuro	Work on Chiaroscuro	Value Transposition
19	Thursday, October 25	Work on Chiaroscuro  Read Chapter 8  Space	Lecture: Perspective  Practice Cubes  Explain Perspective Assignment	
20	Tuesday, October 30	Finish Chiaroscuro	Work on	Chiaroscuro

			Perspective	
21	Thursday, November 1	Work on Perspective	Work on Perspective	Quiz: Chapter 8
22	Tuesday, November 6	Work on Perspective  Read Chapter 7: Color	Lecture: Color  Explain Hue Assignment	Perspective
23	Thursday, November 8	Work on Hue Assignment	Work on Hue  Explain Color/Value Project	Analysis Paper
24	Tuesday, November 13	Work on Color/Value	Work on Color/Value  Explain Color/Intensity Project	Hue
25	Thursday, November 15	Work on Color/Value	Work on Color/Value	Quiz: Chapter 7 Color
26	Tuesday, November 20	Work on Color Intensity	Work on Color Intensity	Color Value
27	Tuesday, November 27	Work on Color Intensity	Explain Final Portfolio Project	
28	Thursday, November 29	Work on Portfolio	Work on Portfolio	Color Intensity
29	Tuesday, December 4		Films: <u>Triumph of the Will</u> , and <u>The Red Balloon</u>	Portfolio Due:  No coursework will be accepted for grading after 5 p.m. Tuesday, December 4
29	Saturday, December 8, 1:30-4:30 p.m.			Exam

### III. Grading Scale:

99-100 A+	All of the "A" characteristics with the addition of true genius.
93-97 A	Outstanding, exemplary, imaginative, technically masterful, thoughtful, clear, thorough, organized in composition, includes a risk, balanced and effectively presented. Communicates an original idea.
90- 92 A-	Most of the "A" characteristics with a minor fault. <b>90 or higher represents excellence.</b>
88-89 B+	Almost an "A-" but has a flaw.
83-87 B	has many of the A qualities and none of the qualities of an F. It may be a relatively excellent project with minor C qualities. <b>This is a "Good" grade.</b>
80-82 B-	Has many "A" qualities with a major C quality.

78-79 C+	This is above average - just barely.
73-77 C	<b>Satisfactory:</b> Project satisfies Instructional objectives, perfunctory appearance, lack of clarity, trite, ambiguous, self-conscious, general, superficial, <b>but demonstrates effort.</b>
70-72 C-	Work is satisfactory but effort is less apparent.
67-69 D+	Less than satisfactory.
63-66 D	Work is poorly executed, lacks imagination, but <b>effort is apparent. This work is unsatisfactory.</b>
60-62 D-	Has some "D" characteristics, but even less effort is apparent.
0-59 F	Effort is not apparent and the project fails to meet any objectives.

### Course Requirements and Averaging:

Projects	60%	
Exams	25%	
Quizzes	5%	
Final Portfolio	10%	All projects from the semester will be in the portfolio. Do not throw them away!
Attendance	Student final averages will be lowered 3 points for each class absence in excess of (2) two.	Students are required to attend two artalks and one WKRAC College Night. They will be counted as part of the overall attendance. Exam questions will be given based on artalk information.
Deadlines	Late Projects will be penalized 5 points for each day late. Projects more than a week late may not be accepted.	Work Turned in after 5 p.m. on Tuesday, December 4, 2007 will receive a "0"
Extra Credit	Students may write a two-page word-processed response paper for an artalk and exhibit. 2 points will be added to the student's final average. The paper is due within one week of the artalk. Students may write one paper	
Final Grade	100%	

### IV. Class Procedures and Guidelines:

- Students are required to use the college web server, ANGEL course management system, and ehc.email for this course. Each student is assigned a limited amount of space on these servers. Students are responsible for checking email and emptying their mailboxes for functionality. Students will receive a three-point grade deduction from the final grade if they attend classes without the assignment sheets printed. During the week, I respond to email, once within a 24-hour time period. I do not check email on weekends.
- During class time, it is expected that students will be productive, make good use of their time and be respectful of other students. Students must bring the materials necessary for class, and use class time productively. Students who are not prepared and engaged with their work in class will receive an absence. Students are allowed to use personal listening devices during class working sessions.

- When cutting with an exacto knife, students are required to place cardboard backing underneath their projects to protect the tabletops. **DO NOT CUT INTO THE TABLE SURFACE!**
- No fixative spray may be used inside the classroom. Use **ONLY** outside.
- No cellular phone, text messaging or beeper usage will be allowed during class time. Consult with the instructor if there is a personal crisis/emergency that demands the use of such a device. Students who are using such devices during class will be counted absent.
- Students are expected to devote a minimum of six hours per week outside of class for completion of projects, exercises, homework assignments or practice and have the work available in class when stated by the instructor.
- Students are encouraged to work on their projects outside of class times and may use basic design room when there is no other class instruction occurring.
- Critiques are periodically held. Students should complete their project prior to the critique. It is important to remember that the purpose of the critique is to seek input and learn from each other. While you may naturally compare your work with others during the critique process, it is not compared during grading. Failure to participate in critique will result in a project letter grade cut. Projects are due immediately following critique.
- Objective Exams will include a variety of question types including multiple choice, fill in the blank, short discussion, etc. There **may** also be periodic quizzes at the beginning of class to determine assigned reading comprehension. These grades will be included in the exam average.
- Deadlines: Deadlines and Projects are announced in this syllabus. Students will turn in completed projects by the set deadlines. Projects will always be due at the beginning of designated class meetings. Late projects will be penalized. Projects more than a week late will not be accepted. If you have a problem with deadlines, this is not the course for you! Students should plan accordingly.
- The art department and Emory & Henry College reserves the rights to publish student projects for non-profit purposes.

## V. Required Text:

Art Fundamentals, Theory and Practice. Ockvirk. 10th edition. In addition to the copy, the reproductions visually illustrate design concepts. Student reflection and analysis of these images will increase awareness of effective design. Readings supplement course content and are necessary for the midterm and final exams: the book matters.

## VI. Attendance:

Attendance is of vital importance to a student's satisfactory progress in a studio course. Its importance cannot be emphasized enough. Regular attendance in the course is the responsibility of the student. Students' final averages will be lowered 3 points for each class absence in excess of (2) two. Students are required to attend two art talks and one college night at William King Regional Art Center during the semester as part of their participation grade. Please refer to the Lyceum guide for dates and times. Material from these events will be included on the exams. **Students must be present for the entire class period to be counted present.**