

## SYLLABUS

# 2D

ARIZONA STATE UNIVERSITY

School of Art Studio Core Program

ART 112 (2-D Design) 58689

Spring 2007 Monday/Wednesday. 7:40-10:30. Tower A 205

Office hours for 2D: Tuesday/9-11:00 am/Tower A 105.

Instructor: Lisa Corine von Koch

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### Course Description

This course provides a foundation in the fundamentals of pictorial design. In a sequence of hands-on exercises and projects, you'll be introduced to the concept of the picture plane, figure/ground relationships, scale and proportional transformation, texture, composition, value, color, methods for conveying time, and spatial illusion. Using a wide variety of materials and methods--including the computer--you're encouraged to develop your own design vocabulary and repertoire of practical techniques. In addition to introducing formal design strategies, the course emphasizes content issues and the historical and cultural context in which works of art are produced. Regular slide lectures and critiques are structured informally to encourage dialogue and to provide you and your colleagues with an opportunity to translate visual evidence into words. Beyond the concepts and skills essential to good design practice, it is hoped that the course will open a window towards self-expression and awareness.

### References

(Required) The **Art Core** Website: <http://www.asu.edu/cfa/wwwcourses/art/SOACore>

(Required) *Launching the Imagination*, Mary Stewart, McGrawHill, 2<sup>nd</sup> ed. 2006.

(Optional) *Design Basics*, David A. Lauer, Holt, Rinehart, and Winston, Publisher, 5th Edition, 2000.

(note: the textbooks are available in the book stores for about \$77.

The textbooks are on Reserve at the Main Library. Other readings may be assigned.)

### Course Requirements

During the whole of the semester, each student will be expected to participate fully in the life of the Design Studio. In addition to the completion of assigned projects on time, this means regular attendance, a sense of studio etiquette, and participation in class discussion and critiques. A three-ring notebook is to be kept of all handouts, sketches, ideas, notes etc. It should be filled with "Biology Paper" (available in the Bookstore) for drawing and notes. Your notebook will be a running record of your involvement in the class. There will also be one short research presentation and two final projects.

### Obtaining an ASURITE Computer Account at ASU

Getting an ASURITE "userID" is all self-service. There is a special terminal set aside just for creating new accounts and adding new services. Go to the Computing Commons (about a block East of the MU). Look for the specially marked terminal on the First Floor, on the left next to the Computer store. Sit down and subscribe! The process takes about 15 minutes and your account will be ready to use in half an hour. If you have problems, the computing site staff will be happy to assist.

For more info, go to: <http://www.asu.edu/it/fyi/accounts/obtaining.html>

## **Lockers**

Available in the Main Art Building. Bring your own lock

## **Grading and Expectations**

Completing all of the assigned projects ON TIME with a reasonable degree of craftsmanship and care, and regular attendance is the minimum expectation. Attendance is crucial to passing this class. Three excused absences will be allowed, but after that your grade will be dropped for each class missed. Any unexcused absence will seriously affect your grade. (At four absences, an A becomes an A-, five = B+ etc.) Three times being late or leaving early will count as an absence. I allow you to "re-do" any project without penalty for a higher grade--as long as you turn the original work in on time and show your best effort. (Late work will be marked down five points.)

Part of being an artist is looking at art! One of the major components in the dialogue about art is WHO has done/is doing WHAT. You will be held accountable for understanding what is being referenced in order to participate in the art world. In order to expand your knowledge of important artists and movements, each Unit lists artists and cultural references applicable to the subject matter. Please use this as a guide as well as seeking out your own interests. For each Unit, please look up at least three artists from a variety of sources: visit the actual objects in galleries and museums, look up work in books, art magazines and journals, or on the internet. Actively seek out work- find out what you like and don't like, ask questions, choose your influences carefully! Document your research in your notebook with announcement cards, photos, photocopies, etc. and write a few notes about how the artist does/does not use the principle being discussed in the Unit and your impressions of the work. This will culminate in a 10 minute presentation for the class about an artist, an art form or movement that resonates with you. ALSO I award 5 points of extra credit for written reviews of shows, galleries and museums that you attend as part of your research. Reviews should be a couple of paragraphs, with insightful critique and commentary, as well as brief descriptions of the work.

I will be looking at three primary components in grading your assignments: technical proficiency, conceptual ideas, and overall aesthetics. For each of these aspects are several components. Each of these is worth five points, for a total of 50 points for each project. (Final Projects are worth 100 points, and utilize expanded criteria specific to the Unit) As this course is meant to be a learning experience, I will award extra points for magic or extraordinary effort. If the work incorporates conceptual or technical innovation, if risks are taken, if boundaries are pushed or broken, if the evidence of real thought and execution are prevalent, the artist will be rewarded. In this class, as in all of your art classes, it is expected that there will be a minimum of six hours spent outside of class working on assignments. This includes time for research and experiments as well as working on the actual project. The time commitment should be evident in the quality of the work turned in. Your final grade for the course will be heavily influenced by the quality of documentation you provide in your notebook. This documentation, to be organized around the sequence of assignments, may take the form of sketches, thumbnail drawings, experiments, or references from photographs, computer print-outs, or other media. Keep good records of your artistic process!

### **1. Technical**

- a) Technique (skill with materials)
- b) Problem requirements satisfied
- c) Craftsmanship/Presentation- the craftsmanship enhances, rather than detracts from the work

### **2. Conceptual**

- a) Comprehension (did you understand the ideas of the project?)
- b) Communication (does project show idea of the assignment?)
- c) Intention (does project reflect the intentions of the artist?)
- d) Invention, originality, deep thinking

### **3. Aesthetic**

- a) Composition (organization of formal elements)
- b) Gestalt (unity, impact, is the overall effect greater than the sum of the parts?)
- c) Improvement from the last assignments

#### **Grading Point Values:**

Projects 1-6 = 50 points each

Projects 7-8 = 100 point each

Research Presentation = 100 points

Class Exercises = 10 points each

Notebook = 100

Participation = 50 points

**Your final grade will be whatever percentage of the total possible points that you have earned. Top grades will be awarded for a combination of design excellence, conceptual depth, intelligent participation in discussion, and, most importantly, individual improvement.**

**Calendar** (schedule approximate.).

See also the ASU Academic Calendar at: <http://www.asu.edu/calendar/academic.html>

Week 1: **The Frame**

Weeks 2-3: **Mark and Lines**

January 19: **Late Registration and Drop/Add** (in person)

January 21: **Late Registration and Drop/Add** (SunDial and ASU Interactive)

Weeks 3-4: **Figure / Ground**

Week 4-5: **Mapping flatland: grids. scale. proportion**

Week 5-6: **Texture**

Week 6-7: **Value/Color**

Week 7-8: **Compositional Strategies**

March 11-18: **Spring Break**

March 30: **Course withdrawal deadline** (in person)

March 30: **Course withdrawal deadline** (SunDial and ASU Interactive)

Week 10: **Research Presentations**

Week 10-12: **Time, Chance, Motion, Final Project**

Week 13-15: **Spatial Illusion / Depth Cues, Final Project**

April 30: Last Day of Instruction. **Final Portfolio and Notebook Due**

## Materials List

- \*Metal straight edge (12-18")
- \*#11 Ex-acto knife and blades
- \*Graphite pencils (2B and 4H minimum, more variety is better!)
- \*Prismacolor pencils: Ultramarine blue, Canary yellow, Crimson red, White, Black
- \*Pencil sharpener
- \*Erasers (white plastic, hard pink, kneaded dough)
- \*1 technical ink pen--sizes .25 - .5 will do. Disposable pens are fine.
- \*Masking tape ("drafting" tape that won't pull off paper)
- Protractor with degrees
- Watercolor brushes (synthetic white sable- approx. \$16.00) Rounds: #5, and Flats: 1/2"
- White palette or mixing tray (small).
- Cold pressed illustration board, 15 x 20" (available at art stores, pre-cut, 2 to a package)
- Water container. No glass please.
- \*Portfolio for carrying 2-D work (18 x 24 min.)
- \*Glue stick
- Acrylic Paint: Ivory Black, Zinc White, plus one or two colors of your choice
- Brush cleaner or mild soap.
- Acrylic gel medium, matte or glossy, (excellent glue for collages)
- \*Three ring notebook, hardcover, at least 1" thick for notes, thumbnail sketches, and artist research.
- \*8 1/2 x 11" "biology" paper, hardcover,
- \*Tackle box (to carry your supplies)
- \*Newsprint Paper (18 x 24")
- \*Drawing Paper, Spiral Bound (18" x 24") or on a roll, at least 24" wide
- \*Charcoal, hard pressed and vine
- \*Sumi Ink
- \*Bamboo Brushes (Small, medium and large)
- \*Three small plastic containers with lids

### Optional, but highly recommended:

- Sketchbook small enough to carry around ( not required, but can help your notebook grade!)
- Pastels: oil or chalk
- Markers
- Watercolor pencils
- Set of acrylic paints, watercolors, or gouache

\*= these items should be purchased immediately and brought to class every day

### Places to Purchase Art Supplies

- Utrecht Art Supply Center 930 E. University Drive (480) 446-0800
- Wet Paint Art Supply and Gallery 203 E 7<sup>th</sup> Street (480) 967-2002
- Arizona Art Supply 1628 E. Southern Ave. (480) 775-4102
- Jerry's Artarama 4421 S. Rural Road (480)775-6787