



UNIVERSITY of
NORTH FLORIDA.

Art-1201-C 80210
Two-Dimensional Design

Fall 2013

Monday and Wednesday

3:00 to 5:45 PM

Building 45 Room 1603

Deborah S. McKinney,
Adjunct Professor

E-mail: debs.mckinney@unf.edu

Phone: 904 655-6303 cell

Office Hours: No office or office hours but will meet with you before or after class and by appointment

Prerequisites: Positive attitude, curiosity, and willingness to try.

Course Description: This course is an introduction to the utilization of the elements and principles of design, through various media on the flat surface. Emphasis will be placed on developing an understanding of the various organizational possibilities available in designing for the flat surface. Along with learning and applying professional presentation skills and craftsmanship, the development of ideas, problem-solving skills and understanding design concepts are the focus of this course. (A material fee of \$15 will be assessed.)

Course Objectives: Students taking this course will:

- develop an understanding of the Design Process
- discover the Design Principles of scale; proportion; variety within unity; repetition and rhythm; scale and proportion; balance
- explore Design Elements of line; shape/volume; pattern and texture; mass
- explore the Illusion of Space and the Illusion of Motion
- explore principles of Value and Color

Outcomes: Completion of this course will enable the student to be able to:

- discuss the above concepts
- apply the basic principles of two-dimensional design to future projects
- design and prepare basic visual devices
- demonstrate an understanding of design on a flat surface
- begin to develop own design methodology and voice
- learn to think like a designer

Text Required:

Launching The Imagination (4th edition) by Mary Stewart
McGraw-Hill, ISBN:978-0-07-737980-3

Text references:

Design Basics (7th edition) by David A. Lauer / Stephen Pentak

Principles of Two Dimensional Design by Wucius Wong

Design and Form by Johannes Itten

Introduction to Design (2nd edition) by Alan Pipes and other books on color...

Materials Needed: Label all your materials with your name and contact info. Materials will be added to list as projects develop. Experimentation is encouraged.

- | | | |
|--|---|---|
| <input type="checkbox"/> Sketchbook
11"x14" or 9 x 12 inches | <input type="checkbox"/> Kneadable Eraser | <input type="checkbox"/> Black presentation board |
| <input type="checkbox"/> Adhesive: Glue Stick or 3m
Repositional Spray Mount | <input type="checkbox"/> 18-inch Metal Ruler | <input type="checkbox"/> Acrylic paint primary colors
plus black and white |
| <input type="checkbox"/> Pencil | <input type="checkbox"/> X-acto #1 Knife and extra
#11 blades | 1- White |
| <input type="checkbox"/> Black ink pens such as
Penstix, Prismacolor or
Micron of various widths | <input type="checkbox"/> Paint brushes various sizes | 2 - Black |
| | <input type="checkbox"/> Hot press Illustration board | 3- Yellow |
| | <input type="checkbox"/> Cold press Illustration board
or canvas board | 4- Red |
| | | 5- Blue |

Class Format: This class meets twice a week for 2 hours and 50 minutes each class or almost 6 hours a week. Students are required to arrive on time to class and bring all necessary materials to work in class. If you are not prepared for class time—for example forget sketchbook, art supplies, etc.— you will be marked absent. Class meetings will be comprised of lecture/discussion/demonstration and time to work in class. However, I would rather have you present in class... even if you come late.

Attendance Policy: The first day of class is mandatory for all undergraduate students. Registered students who do not attend the first day of class will be dropped from the course if no prior arrangements have been made with the instructor.

Students are required to attend every class, and we will begin promptly at the scheduled time. If you are late for class, it is your responsibility to inform the Professor so you will not be marked absent. Leaving class before being excused will result in a mark against your attendance for the day.

If you have a legitimate last-minute emergency (illness, accident, etc.) that will keep you from attending class or delay your arriving time, it is up to you to call or e-mail (e-mail preferred) the Professor at that time and leave a message to inform her of your emergency. This notification does NOT excuse you. It merely constitutes the courtesy notice of your having a problem meeting your obligation to be in class.

Only submission of official documentation will serve as the basis for a request for an excused absence. Excused absences need to be approved by the Professor once she has reviewed the documentation presented. Notes from parents are not considered official documentation. Medical documentation, court documentation, military appointment documentation are considered official documentation as long as they are provided on appropriate stationery with the students name, date, reason and signature on them.

3 times Late = 1 Absence

1–3 Absences: No reduction in final grade

4 Absences or more: You will receive an F for the term.

Students will be responsible for content missed during an absence, and will receive a 0 if a deadline is missed due to an absence.

Classroom Etiquette: Students are expected to conduct themselves as adults. Class discussions are to be courteous and thoughtful. Students need to address their Professor and each other with respect. This applies to class discussions as well as e-mail. E-mail correspondence will need to be via UNF e-mail. Don't forget to always include your name in all e-mail correspondence.

Cell phones/pagers:

Hand-held devices are allowed in class as long as the ring tone or vibrate setting is muted. If the phone rings during class you have two options:

- (1) Student will receive an absence for the day or,
- (2) Student will bring in snacks for the class on the very next time class meets.

Studio time:

Be prepared to work every meeting and use our class time effectively. Students learn not only from the instructor but also from each other during work sessions. Class work is the perfect time to bounce ideas off one another and receive feedback outside of official class critiques.

(Classroom Etiquette continued)

Disruptive behavior will not be tolerated:

This includes chatting with others during the lecture, arguing with fellow students or your professor, arriving late or leaving early, and falling asleep in class.

Grading and Evaluation:

The Numbers Breakdown:

A 100–95	A- 94–90	
B+ 89–87	B 86–83	B- 82–80
C+ 79–77	C 76–71	
D 70–60		
F 59–0		

NOTE: You will be graded on participation, use of studio time and discussion: Up to +/- 2.5 percentage points may be factored in to the final grade.

All assignments will be graded. Students will be evaluated on each assignment emphasizing research, process, execution, presentation and participation. Your final grade is based on a number of criteria, including but not limited to: attendance, participation (critiques and discussions), active use of studio time, in-class exercises, writing assignments, projects, quizzes and final exam. Assignments and grading opportunities will be modified at the discretion of the Professor based on class progress.

Late projects will not be accepted. If you are unable to make it to class when a project is due be sure to make arrangements to present prior to the due date. Just talk to me.

Discussions and Class Participation: Classroom discussions are designed to engage your thinking about the class topics and allow for interaction with other students in the course. Discussion are to be courteous, thoughtful, and relevant to the topic. You will be graded based on your participation in class. Make sure you use the terminology or concepts discussed in class as you provide feedback to others. Proofread your responses prior to e-mailing, posting to blog or handing them in. Students will be graded on their class participation. This includes attendance, class interaction, and ability to use class time effectively. In addition to class participation and discussion, pop quizzes will be given at the beginning of some classes. Students need to be present to take them. No make up quizzes will be given.

Projects: Projects are designed to give you the opportunity to apply the knowledge gained during lectures and exercises. As you move on in the course, it is strongly recommended that you review the content of the previous classes on a regular basis and practice outside class what you have learned. This will help you retain the material and remind you to apply it to the new projects. Each project is made up of a written component. You will be graded on the content, spelling, grammar, etc. Don't forget to always spell check and proofread your work.

Grading and evaluation:

- All assignments completed.
- Deadlines met, directions followed. "B" work becomes "C" if turned in at the next class meeting. You have two class meetings to turn in late assignments, after that it becomes a "F." upon my discretion.
- Final Presentation is the last chance you have to make up assignments and correct botched projects.
- No duplication of assignments across classroom platforms
- Ask questions and contribute to class discussions
- Share current stories about art and design with the class
- Work on assignments inside and out of class
- Be prepared to present and defend your work before the class
- Study assigned reading—quizzes will be announced

(Grading and Evaluation continued)

- Complete all exams
- Cheating will not be tolerated and will result in swift removal from class with an automatic “F” for the course
- Assignment grades will average to 60% of final grade
- Final exam and presentation will be 20%
- Another 20% of the final grade will come from class participation and quizzes.

Grade Explanation:

Letter grade: A

Characterization: excellent

Explanation: Student demonstrates a full understanding of the subject matter, has capacity to analyze, has demonstrated critical thinking, shows evidence of creative thinking, highly developed communication, technical and presentation skills. The work is of outstanding quality according to the criteria established for evaluation. **Range:** 90 to 100 percent

Letter grade: B

Characterization: good

Explanation: Student shows good comprehension of subject matter, evidence of critical and creative thought, competence in communication, technical and presentation skills, but none of the above to the degree found in A category. The work is of very good quality according to evaluation criteria. **Range:** 80 to 89 percent

Letter grade: C

Characterization: average

Explanation: Student demonstrates some understanding of subject matter, can assimilate and communicate basic aspects of the subject matter. The work is of satisfactory or adequate quality according to evaluation criteria. **Range:** 71 to 79 percent

Letter grade: D

Characterization: poor

Explanation: The student demonstrates minimal understanding of the subject matter, poorly developed communication skills, inability to apply subject matter understanding in other contexts, little evidence of critical or creative thinking. The work is of unsatisfactory but passable quality according to evaluation criteria. **Range:** 60 to 70 percent

Letter grade: F

Characterization: failing

Explanation: The student has inadequate understanding of subject matter, failed to complete course requirements, shows no demonstration of critical thought, communication skills very poor. The work is clearly of unacceptable quality according to the evaluation criteria.

Range: below 60 percent

Additional Help: Extra help sessions may be scheduled outside class time depending on the need and classroom availability. Students are encouraged to communicate with the Professor if they are experiencing problems with the class or to discuss their projects and class performance. Allow 24 hours for e-mail responses. Contact information and office location are specified on the first page of this syllabus.

Academic Honesty: Plagiarism will not be tolerated and may lead to a student receiving an F for the term at the discretion of the Professor. Plagiarism is not only the appropriation of another’s words, but of their ideas, designs and imagery. Always cite your work, if you do not know the appropriate format ask the Professor.

Academic Integrity Code: “Academic misconduct shall consist of any attempt to misrepresent one’s performance on any exercise submitted for evaluation. The primary responsibility for insuring adherence

(academic integrity continued)

to the principle of academic integrity rests with students and Professor. Any infraction which comes to the attention of any person should be brought to the attention of the Professor member to whose course it pertains.” (Refer to the UNF Undergraduate Catalog for the policy and possible Professor action.)

Disability Resource Center: Students with disabilities who seek reasonable accommodations regarding their coursework must first be registered with the UNF Disability Resource Center (DRC). The DRC will work with the student to obtain required documentation of disability and to partner with the student to determine accommodations as required under the Americans with Disabilities Act (ADA). When all required documentation is received, the student will deliver a letter from the DRC that advises faculty about approved accommodations. If students registered with the DRC do not receive approved accommodations, they should immediately contact the DRC.

“In compliance with Section 504 of the Rehabilitation Act of 1973 as amended, and the American’s with Disabilities Act (ADA) of 1990, the Disability Resource Center provides academic support services necessary for the student’s academic pursuits. In order to receive support services, a student must register with the Disability Resource Center.” (Refer to UNF Undergraduate Catalog for more information or contact the Disability Resource Center by calling 904-620-2769 or visiting their office located in Bldg. 10 Room 1201.)

Schedule:

IMPORTANT NOTE: The schedule, policies, and assignments in this course are subject to change at the Professor’s discretion. An updated syllabus will be provided if a significant change is made and students will be notified in class.

Schedule to be Provided.

Below is a rough list of potential assignments and exercises:

- 01 Black and white
 - 02 Circle Square Triangle
 - 03 Line Drawing
 - 04 Design Cut up
 - Why is this a pleasing composition?
 - Gestalt Quiz
 - 05 Design a Singular Form
 - 06 Design a Plural Form
 - 07 Design a Super Form composition (pattern)
 - 08 Gray Scale Exercise
 - 09 Gray Scale Painting
 - 10 Twenty-four Sketches
 - Midterm Quiz
 - 11 Color Theory Exercise
 - 12 Color Theory Painting (emotion, or clinical)
 - 13 Texture project
 - 14 Periodic Table of Blank
 - 15 Sequential Art
 - 16 Sketch book overall
 - 17 Vocabulary design sketches
 - 18 Rhythm / Repetition
 - 20 Two-dimensional representation of a song
 - 21 Unity and Harmony using one element of design
- Final Exam will be Monday at 3 pm on December 16, 2013