

2D DESIGN

Instructor: Deirdre Murphy

Office: 113 Research Drive

Building C, Office 261

Phone: 610-758-3619

Email: dem319@lehigh.edu

Office Hours: Friday 11-1 & by appointment

Course Information:

Art 011

Fall 2020

Tues/ Thursday 2:15 - 4:05

Fri 9:05 - 11:05

Building C

Course Description

In this course students will explore the fundamentals of 2 Dimensional Design as a means of image making and visual communication. Through rigorous technical studio assignments, students will learn to see and create compelling designs using a variety of traditional materials and techniques, as well as digital media. Students will explore the concepts of line, form, shape, value, texture, space and color. Design will be investigated through art history, contemporary art & culture and select readings. 2D Design is appropriate for beginners and those with modest experience.

Class will be supplemented with slide shows, virtual field trips and weekly critiques.

Syllabus is subject to change without notice.

Course Learning Objectives

By the end of this course, students will be able to

- Demonstrate the fundamental principles of 2D Design with great skill
- Solve visual problems utilizing form and content as analytical tools
- Create well composed and innovative designs
- Clearly understand the elements of design through line, value, shape, perspective
- Confidently use design vocabulary to analyze art

Expectations

This class is a “maker-class” where we learn by doing, however each concept will be introduced with a slide show of art historical, contemporary and student examples paired with technical demonstration. At the end of each concept we will critique student work and completed projects will be graded as well as some in-class short assignments. This is an energetic, engaged learning environment where students are encouraged to take risks and challenge their understanding of drawing.

Online Etiquette

Video cameras must be on at all times. Name must appear on your zoom screen. Please don't eat on screen or lay in bed while attending class. We will be drawing and critiquing art work during our class sessions. You will be expected to critique your peers' work on our class blog site and will be working in smaller "break out" groups on zoom where participation is mandatory.

Lab Fee: Enrolling in this course requires the payment of a \$100 Studio Lab Fee to be charged through the Bursar. This fee will be used to supply the student with most of the materials required to complete the course. Students will be expected to purchase additional materials as needed based on their individual studio projects.

Accommodations for Students with Disabilities

Lehigh University is committed to maintaining an equitable and inclusive community and welcomes students with disabilities into all of the University's educational programs. If you have a disability for which you are or may be requesting accommodations, please contact both your instructor and the Office of Academic Support Services, Williams Hall, Suite 301 (610-758-4152) as early as possible in the semester. You must have documentation from the Academic Support Services office before accommodations can be granted. For more information or to request services, please contact Disability Support Services in person in Williams Hall, Suite 301, via phone at 610-758-4152, via email at indss@lehigh.edu, or online at <https://studentaffairs.lehigh.edu/disabilit>

Environment

Lehigh University endorses The Principles of Our Equitable Community. We expect each member of this class to acknowledge and practice these Principles. Respect for each other and for differing viewpoints is a vital component of the learning environment inside and outside the classroom.

Academic Integrity

If a portion of your work (ie: artist statement & research presentations) is not your own, you must cite the source completely. Images are also copyrighted. Even when you utilize "copy-free" work from Wikimedia Commons, there are rules for how the author is to be credited. See the Library Tutorials for Research Success.

Attendance / Grading / Cell Phone Policy

Punctuality and attendance is mandatory for each class. New concepts will be introduced daily, as well as discussions and demonstrations that cannot be made up. More than three unexcused absences will result in a grade drop and a Section 3 report will be issued. Three unexcused tardies is considered an absence. A doctor's, deans or judge letter must accompany excused absences. Homework that is turned in late will drop a half letter for each day that it is late. It is the student's responsibility to find out missed

assignments. Use of phones for texting and calls is strictly prohibited during class time. Students may listen to headphones with one earbud only so that you can listen to class instructions.

Evaluation Criteria

- 25% Attendance
- 55% Completion and quality of in class projects, Technical Skill/ Craftsmanship
- Effort and Improvement
- Understanding concept and creativity
- Critique Skills/Participation 5%
- Midterm & Final Projects 15%

Homework

Students are expected to do a minimum of 3 homework hours per week. Weekly classes will begin with a critique of the homework assignment. Verbal participation during critiques is required. Students may resubmit projects, within two weeks of a given assignment, for an improved grade resulting in an average of original and re-submitted grade. Please discuss with the instructor. Attendance of LUAG events & visiting artist lectures is extra credit.

Sketchbook Assignments:

This is a place of documentation and preliminary sketches for classwork. You will draw in your sketchbook, paste images of artwork and design as reference material; write down your thoughts as it pertains to design. Your sketchbook consists of daily drawings and weekly research projects. In addition, each week you will research 1 artist, a copy of their work must be pasted in your sketchbook along with biographical and process oriented notes. You are required to listen to 2 artist talks (Art 21 / Tedtalks/ etc) and must take notes in your sketchbook. You may use an ipad sketchbook in addition to paper sketchbook. The sketchbook will be graded at midterm and final.

References:

Design Basics, David Lauer
Design and Form, Johannes Itten
Principles of Two-Dimensional Design, Wucius Wong
Art and Visual Perception, R. Arnheim

Assignment Schedule * Instructor may modify material or schedule. All changes will be announced in class.

DATE	TOPIC	ASSIGNMENTS
Aug 25	Introduction to course, supplies & syllabus	Supply kit
Aug 27	Shape Introduction of Black Square assignment	Black paper, knife, glue and paper

Sept 1-3	Line Design UNITY AND HARMONY / DISCORD	Micron Pen / Contour line
Sept 8-10	Figure / Ground Visual components and Gestalt Theory	Reverse Negative & Positive Shape
Sept 15-17	Space from Shape / Black on White and White on Black shape distribution BALANCE AND RHYTHM	Video game still or room shape composition
Sept 22-24	Perspective / One Point / Golden Section EMPHASIS/FOCAL POINT size/ contrast / absence of focal point	One Point / Conceptual Composition
Sept 29 -Oct 1	Perspective / Two Point / SCALE AND PROPORTION	Phone composition vs Conceptual
Oct 6-8	Letterform Project / Value / Black-Gray-White LUAG Tour	Midterm Portfolio Review
Oct 13-15	Color Theory / Albers / Student Team Research Mentor Project /	Gouache Color Wheel
Oct 20 - 22	Color Transparency / Virtual Museum tour of Cooper Hewitt Design Museum	Composing volume & form
Oct 27- 29	Photoshop / Intro to Program	Composing complex space
Nov 3 - 5	Photoshop / Pattern and Texture Project	Gesture & Expression
Nov 10 - 12	Illustrator / Design Mentor Project	Final Project
Nov 17 - 19	Illustrator / Design Mentor Project	Final Project
Nov 24 - 26	Thanksgiving Break	Relax and Enjoy
Dec 1-3	Final Project & Final Critique / Portfolio Due	Last day of Class
Dec 18	Grades Due	End of Semester

Sample Rubric / Value Reductive Grading Rubric / Drawing 1 / Instructor: Deirdre Murphy

CATEGORY	Advanced	Proficient	Basic	Needs Work
Value Reductive Black charcoal and	Student demonstrates an excellent understanding of	Student mostly demonstrates an understanding of value shapes to	Student somewhat demonstrates an understanding value shapes to create the	Student does not demonstrate an understanding value shapes to create the

<p>eraser on white paper</p> <p>Understanding of concept of Value</p>	<p>still life value shapes to create the illusion of volume and space. Line is only present where needed. Value shape is dominant with both hard edge/ high contrast areas and soft edge/ low contrast shapes. Cast shadows display the directional light.</p>	<p>create the illusion of volume and space. Line is only present where needed. Value shape is mostly dominant with both hard edge/ high contrast areas and soft edge/ low contrast shapes. Cast shadows display somewhat show directional light.</p>	<p>illusion of volume and space. Line is too dominate. Value shape is somewhat dominant with both hard edge/ high contrast areas and soft edge/ low contrast shapes. Cast shadows do not display directional light.</p>	<p>illusion of volume and space. Line is overused. Value shapes are missing. Hard edge/ high contrast areas and soft edge/ low contrast shapes are missing. Cast shadows do not display directional light.</p>
Communal Workmanship	Productive & effective use of class time. Offers helpful constructive criticism to peers. Cleans up well.	Mostly productive and effective use of class time. Cleans up well.	Somewhat productive & effective use of class time. Cleans up well.	Student is not productive & effective use of class time. Disrupts other students from working or texting during class.
Composition	Student displays an excellent activation of the picture plane. Foreground, Midground and Background are activated.	Composition is somewhat balanced. Only $\frac{3}{4}$ of paper is used. Foreground, Midground and Background are mostly activated.	Composition is off balance. Only $\frac{1}{2}$ of the paper is used. Foreground, Midground and Background are somewhat activated.	Paper has not been used to its full potential. Only $\frac{1}{4}$ of paper used. Foreground, Midground and Background are not activated.
Technique & Craftsmanship. Use of tools	Black charcoal is used to describe 8 or more shades of value. Eraser shape plays an active value role.	Black charcoal is used to describe 5 or more shades of value. Eraser shape mostly plays an active value role.	Black charcoal is used to describe 3 or more shades of value. Eraser shape mostly plays an active value role.	Black charcoal is used to describe 3 or less shades of value. Eraser shape does not play an active value role.
Perspective / POV Proportions	Convincing point of view and proportions.	Mostly convincing POV and proportions.	Somewhat convincing POV and proportions.	Perspective is not correct and proportions are distorted.
Creativity	Exceptional	Above Average	Average	Below Expectations
Completion, Effort and Growth	Drawing projects are completed on time.	Drawing projects are mostly completed.	Drawing projects are somewhat completed.	Drawing projects are not completed.
Grade	A+, A, A-	B+, B, B-	C, C+, C-	D+, D, D-, F