Text Design: Principles and Problems
by Paul Zelanski and Mary Pat Fisher

Introduction to the elements of visual design (line, color shape, form, texture, value and space). Includes skill development in organizing these elements and applying the principles of visual design (harmony, variety, balance, tension, unity, repetition, rhythm and emphasis).

Design I is a basic course required of art majors, as well as major in a number of related areas of study. While no particular media, value system, or point of view will be emphasized, students should be exposed to approaches to visual organization which deals with both the processes of abstraction from nature and also visual organization by means of non-objective principles of design.

Attendance Policy: absences from classes are counterproductive to learning. Attendance is part of your grade. Arriving late and leaving early will also affect your grade. For every three (3) absences will lower your grade by one letter grade. Absence from every Art/major minor art meeting you lose 3.3 points from your total grade.

Criteria
1. Successful completion of the assignment specifications.
2. Understanding and successful use of design elements and principles of composition covered in your calls and text.
3. Proficient craftsmanship in production and presentation with specific criteria indicated for each media and project.
4. Regular class and monthly meeting attendance in accord with class syllabus.
5. A basic understanding of the evolution of art and aesthetic values.
6. Developing aspects of individual artistic expression.

Specific Criteria of this class

1. Craftsmanship: clean cuts edges, no smudges or stray marks, no glue marks or spots
2. Quality of design: completion of work in such a way to satisfy the artistic and or function of the given assignment and the instructor.
3. Instruction, material and techniques: use the proper material and techniques according to the professors instructions.

Grade Determination: Final grade is based upon the average of your class projects, plus the final project and your attendance. There is no Final exam. The class projects are due on specific day. Projects are due at the beginning of the class. I will grade down for late work. I only accept work one day late after that I will not accept the work. If your work is not ready at the beginning of class it considered LATE.(consider yourself forewarned !!!)

Grade Marks
A. Superior Work / Superior quality of design, superior craftsmanship no clean edges, no smudges and no glue mark “Perfections”
B. Above Average Work / Excellent quality design, good craftsmanship- good edges few smudges, few glue marks
C. Average Work / Meets requirements assignments, Average design quality, average craftsmanship
D. Below average / Poor work Poor quality of design, Poor craftsmanship
F. Failure / did not meet requirements.

Materials Needed: Black construction paper, white drawing paper, 9x12 newsprint pad, ruler or T-square, jars of rubber cement, eraser, pair of scissors, X-acto knife and blades, #2 pencils, Drafting brush, watercolor palette, paint brushes, portfolio, self healing cutting mat 12x12 or 12x9. watercolours: one small tube of the following: Cadmium yellow pale, Thalo blue, Thalo red, Mars or Ivory Black, and China White

Please silence your cell phones during my class. If you need to be contacted in the case of an emergency the party needs to contact the department of Visual and Preforming Arts at the following number 325.942.2085 ext. 221. The department secretary will make sure you get the message.

There is a copy of Design - principles and problems is on Reserve on the ASU Library. This book is required for the class. The book be ordered on Bookfinder.com, textbook.com, thriftbooks.com have it shipped 2-day shipping.
Project Due Dates

These dates maybe subject to change according to the semester work load and at the discretion of the Professor. Remember that projects are due at the beginning of class time when you walk in the classroom. Working on them during critique is not acceptable and will be considered late. Assignments for Design I / 2D (if no format size is stated then always use the 8” x 10” measurement)

Aug 27, 2018 Assignment Read Chapters 1, 2 and 3
Line assignment.

Line Projects due Sept. 10, 2018
Read Chapter 4
Assign shape and form projects

Shape and form projects due Sept 24, 2018
Read Chapter 5
Assign space project

Space project due Oct 8, 2018
Read chapter 6
Assign texture project
Final Project announcement

Texture Project due Oct 22, 2018
Read chapter 7
Assign value project

Value project due Nov 5, 2018
Read chapter 8
Assign color project

Color Project due Nov 19, 2018
Read chapter 9
Assign 3-D project

3-D project due Dec 5, 2013

Final project due Dec 10, 2018, 10:30 am

Chapter 3 Line
3.1 a, b, c, d
3.2 a
3.4 (8 x10 format) you can not use the computer.
3.8 a, b (8x10 format)
3.9 create a design of a human figure using only lines (8 1/2” x 11” format) This in not in the book it is my assignment for you.

Chapter 4 Shape and form
4.1 a, b use only 4” square
4.2
4.3 a (8 x10 format)
4.8 a, b. each design should be roughly 2” x 3”use and only 6 or7 steps
4.9 a. create a design using only square shapes
   b. create a design using only rectangular shapes
   c. create a design using only biomorphic shapes
   d. create a design using only triangular shapes
   The above projects will have a format of 8” x10” for each. Once again I have made this assignment for you.

Chapter 5 Space
5.3 a (8x10 format) This should able a very real or possible place. I am not looking for outer space or made-up locations.
5.6 (8x10 format) please make not to the word “Accurate”
5.9 create a design using ambiguous space (8x10 format)
5.10 crate a design using only rectilinear shapes to show shallow space 8x10 format
5.11 create a design using only rectilinear shapes to show deep space.

The next two problems are not in the book
5.12 create a design using only positive/negative space
   a. where the objects themselves are dominate (positive space)
   b. where the empty space is dominate (negative space)
5.13 Carefully draw the separate parts of an object: some examples might be typewriter, camera, binocular, egg beater, pencil sharpener, telephone, et cetera. On a separate piece of tracing paper, trace now using the light table; combine the elements to produce a unique compositions, there must be views of the front, sides, bottom and top in your compositions then transfer to good paper and render with values with a graphite pencil.

Chapter 6 Texture
A bit of a change of the assignment from the book
6.1 Search for 7 interesting textures. Do one series of prints of the actual textures, do one series of rubbings of actual textures and a series of drawn textures. Cut the textures in to 2” x 2” format and matted and arrange as example.
6.3 a slight change I am requesting all process( drawn, printed and rubbed) then arrange them into a non-objective design.
6.5 This assignment can be created on the computer and printed.
6.6 I will warn you not to go the library and molest the newspapers or magazines from there get your own materials.
6.7 you will not be able to use the computer on this assignment. You will hand draw it.
6.3 - 6.7 should be done in the usual 8x10 format
6.11 Invent a new actual texture and present on a 5” x 5” format

Chapter 7
7.1 Make 2 - 13 step gray value scales
   A. using only solid values using graphite pencils
   B. using a realistic design, the design should not change the values on the design will change.
   The steps should be 3” x 3” square. A should be done in graphite and B should be done in watercolours.
7.2 The format should be 6” x 6”
7.4
7.8
7.9

Chapter 8 Colour
8.1a Create a colour wheel be original. Do not copy the one in your book, page 229 (format 8½ x 11)
8.2a Create a value scale of 13 steps using only a primary colour. Each colour presented should be 2x2, there should be a 1/8 “ space between each colour and should be presented on a frame with a ½ in border.
8.3a Create a still life or geometric design: format 5”x5”, reproduce it 4 times now colour
   a. using monochromatic scheme
   b. using complimentary colours and their values as a scheme
   c. using analogous colours and their values as a scheme
   d. using only primary colours and their values as scheme.
8.9 should have a 5x5 format
8.12 Create a self-portrait using watercolours( the colours need not be realist) 8 ½ x 11 format
Use the example in your book on page 264

Chapter 9
Create a three dimensional non-representational work from a milk carton size of plaster of Paris cube.

Final
Create a non-representational design using the following elements and principles; line shape, colour, texture, space, harmony, variety, balance, tension, unity, repetition, rhythm and emphasis on a 18” x 24” format. It must be matted: matted size is 22” x 29” for final critique. You will be required to communicate your idea verbally for the final critique. That infers one must speak about your work, more that “I used line here, here is my colour, I like my design, I don’t know what I could have done better.” These comments will not leave a positive impression on your Professor. Practice your presentation in front of a mirror or to a friend or fellow classmate. This will only help you give a better presentation.

Guest in class
Only officially register ASU Students or registered audit student are allowed in classes. Do not bring guest (including family members). If you are parents of children in the San Angelo Independent School District or the surrounding districts in the event of different school holidays you are responsible for furnishing day care for you children. Please do not bring them to your class.

Persons with disabilities which might warrant academic accommodations must contact the Audrey Wilson, room 112, Houston Harte University Center in order to request accommodations prior to any accommodations being implemented. You are encouraged to make this request early in the semester so the appropriate arrangements can be made.

I have received, read and understand a copy of this course (Art 1321) syllabus and information sheet

Name___________________________________     Date _________________________________

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