

## ART122–2D Design

### BERGEN COMMUNITY COLLEGE ART DEPARTMENT Art Department

#### COURSE DESCRIPTION

**ART122 - 2D DESIGN** is a *studio course* intended to prepare students for study in a wide variety of art and design disciplines. Formal and communicative aspects of design are covered through readings, projects, in-class assignments, online assignments, and discussions.

**2 lecs, 2 labs, 3 credits**

#### TEXTBOOK

"Launching the Imagination, A Guide to Two-Dimensional Design", 4th Edition, Mary Stewart. McGraw Hill.

ISBN 13: 978-0-07-737981-0

#### COURSE OBJECTIVES

- a) Students develop a critical thinking, problem–*seeking*, problem–*solving* skill.
- b) Students engage in research necessary for the design process.
- c) Students develop craftsmanship and professionalism in their work.
- d) Students develop an awareness of design's cultural context.
- e) Students establish good studio practice.

#### COURSE CONTENT

- A study of the formal elements and principles of design.
- Use of the principles of design to support communicative issues such as concept, content and subject matter.
- Study of color theory.
- Solving visual problems by using principals of design and color.
- Thinking, writing and speaking about visual work critically and fluently.

#### TEACHING METHODOLOGIES:

- Lectures, discussions, and visual presentations using the smart classroom technologies
- Individual and group critiques
- One-on-one tutorial painting work with the individual students in the class

**FINAL SEMESTER GRADING:** A=excellent, B+=very good, B=good, C+=above average, C=average, D=below average, F=Failure, E=unofficial withdrawal

- 60% Design projects, discussions, critiques, and quizzes
- 20% Meeting deadlines
- 20% Attendance and participation

#### Assessment regarding design projects will include the following:

- Understanding the project assignment (*problem–seeking*) and then completing the work (*problem–solving*).
- Your overall effort, your craftsmanship and technical development, creative concept, attention to detail, and originality of approach all play a part.

#### Grading on specific design projects:

- **A = EXCEEDS EXPECTATION:** Student displays great care, excellent work ethic, and superior understanding and solving of design assignments
- **B = MEETS EXPECTATIONS:** Student displays good work ethic, completes assignments with good thought and care, but not with a thorough understanding or solving of assignments
- **C = BARELY MEETS EXPECTATIONS:** Average work and average effort; but less than a moderate grasp of understanding and solving of assignments
- **D = DOES NOT MEET EXPECTATIONS:** Student presents below average work and displays little effort in completing assignments F = Student does not complete assignments and/or attend class

## **MATERIALS**

**For every class:** Sketchbook, sharpies, pencils, ruler, x-acto knife, scotch tape, and scissors.

**For specific classes and projects:** Materials will be determined by the professor for individual projects, and might include any or all of the following:

- Various pencils (soft, medium, hard)
- Sharpie pens (extra-fine point, and fine point)
- Sketchbook/Notebook – 9"x12" or 11"x14" for notes and development of visual ideas
- Bristol board (paper) pad, 14"x17", or 16"x 20", heavyweight, smooth finish
- Triangle (plastic)
- Black ink Palette: disposable paper matte surface, or piece of Plexiglas, wooden palette, aluminum take-out food container, etc.
- Black construction paper --- one package
- Metal straight edge ruler with cork back
- Various Erasers --- Mars white plastic eraser; pink pearl; kneaded; gum eraser
- 12" or 24" Ruler
- Scotch tape Scissors
- #11 X-acto knife and blades
- Adhesive: UHU glue stick and/or rubber cement. (We will not use rubber cement IN CLASS because of the odor).
- Compass (optional)
- 2 round soft acrylic brushes (approximately 1/2" wide and 1" wide)
- 2 flat soft acrylic brushes (approximately 1/2" wide and 1" wide)
- Inexpensive portfolio with handles (paper or plastic is fine) (optional)
- Tackle box or container to carry supplies in (optional)

### **Re: Color projects**

- Acrylic paints 1 tube each: Common brands are Liquitex and Golden,
- Tube size for all acrylic paints is 5.07 fl oz (150 ml).
- cadmium red medium *or* alizarin crimson
- ultramarine blue
- cadmium yellow medium
- black
- titanium white
- burnt sienna
- burnt umber