

Spring, 2006

1. Course Name: Design I
Course Prefix and Number: ART 104
Credit and Contact Hours: 3 credit hours - 4 contact hours
Catalog Description:
A broad foundation in the principles and elements of design is applied to two-dimensional work. Various media and their application are introduced.

II. Course Outcomes and Objectives:

The primary objective is to introduce the student to the fundamental principles of two dimensional design and to apply these principles to a series of design problems. The student is introduced to the manual skills needed in the production of design graphics.

Student Learning Outcomes

The student will, at the end of the course:

1. Recognize and define basic elements and principles of two dimensional design.
2. Develop a vocabulary to critique design principles and applications.
3. Produce a body of work for his/her portfolio which demonstrates the transfer of design principles to problem solving.

Relationship to Academic Programs and Curriculum:

This course provides basic, practical experience in the design of visual graphics.

College Competencies Addressed in This Course:

Oral Communication	Professional Competency
Ethics and Values	Information Resources
Problem Solving & Critical Thinking	Reading

III. Methods of Instruction

Methods of Instruction:

Classes are conducted in a studio environment. Regular assignments are given as they relate to each of the elements and principles of design. The use and control of media in the creation of two-dimensional design are emphasized. Extensive use of visuals is used to amplify and expand creative design ideas. Critiques are held at the completion of each assignment.

Assessment Measures:

The production of a portfolio based on course goals and objectives will be used to assess the students' understanding and abilities.

Student Activities:

Presentations
Assigned research
Class discussion/assignment
Studio Environment - Problem Solving
Individual Student/Teacher Interaction
Final Critiques

Methods of Evaluation:

The student will be evaluated on the following points:

1. Quality of work produced;
2. Promptness - work submitted late will be penalized;
3. Participation in formal critiques;
4. Attendance;
5. Attitude and Progress.

IV. Course Outline:

- I. Introduction
Materials
Equipment
Methods
- II. Use of Elements
Line
Shape
Size
Texture
Value
- III. Use of Principles
Unity
Balance

Focal point
Dominance
Contrast
Repetition
Motion