



VISUAL FUNDAMENTALS I
COURSE OUT LINE

AR 1360 Visual Fundamentals I

Course Title: AR 1360 A2 Visual Fundamentals, I
3 (3-0-3) UT

Dates: Sept. 7 to Dec. 9, 2004
No class on November 11

Class Time: Tuesday and Thursday, 10:00 am. To 12:50 pm.
Class Location: Studio A

Instructor: Ken HouseGo
Office: Design Studios. Rm. 130
Phone: 539-2813 (Best way to contact me)
Office Hours Posted On Door
(Phone ahead to book an appointment)

E-mail: housego@gprc.ab.ca

Prerequisite: None

Transfer: Athabasca ARTT 2xx (3)
Kings UC ARTS 2xx (3)
U of L ART 2xxx (3)
Canadian UC ART 1xx (3)
U of A ART 134 (3)
U of A — Students with only three units of course weight of Visual Fundamentals courses will need to take DES 135 at the U of A to complete the prerequisites necessary for advancement to 300-level ART or DES courses at the U of A. Students presenting six units of course weight of visual fundamentals course are considered to have met the ART 134/DES 135 prerequisites necessary for advancement to 300-level ART or DES courses at the U of A.
Concordia UC Arts 1xx (3)
U of C ART 231 (3)

Course Description: A studio-based course with emphasis on the understanding of *two and three dimensional* design dynamics of visual form. A basic course where you will be introduced to various concepts and projects using a variety of art media.

Notes: This course is one half of a two-part full course equivalent.

Course in perspective:

AR 1360 will cover the basic elements of design: form, line, shape, value, texture, colour, space and the principles of organization: rhythm, balance, scale/proportion, and movement. With an emphasis on exploration and production of concepts and visual images. The student will be introduced to seeing/identifying, imagining and problem solving with emphasis on an individual and collective creative approach. There will be illustrated lectures and videos to convey specific concepts. Demonstrations of techniques and materials will be given to further the exploration capabilities of the student thus contributing to an understanding of the relationship between art and other disciplines.

References:

Art Fundamentals Theory and Practice, 6th Edition
By Ocvivk, Bone, Stinson, Wizz.

A Primer of Visual Literacy
By Donis A. Dondis

Design Concepts and Application
By Cheatham/Cheatham/Haler

Design, The Search for Unity
By Eugene Larkiw

Selected Readings

*It is recommended that a full time Fine Arts Student invest in one of the above resource books. **No text required optional***

Assignments:

The instructor will determine assignments. Projects will be assigned for homework and expected on the due date. Failure to finish projects on time for class critiques will affect student's final evaluation. Students will be expected to invest a minimum of six hours a week in the class

Objectives:

Students will:

1. Learn to perceive, identify and apply the basic elements of art, principles of design and the creative process. Students will begin to communicate visually expressed information while understanding natural and abstract relationships.
2. Begin to equip themselves with a visual and verbal vocabulary.

Criteria for Evaluation:

3. Develop critical and aesthetic criteria.
4. Broaden their awareness, understanding and aesthetic appreciation of art.
5. Begin to identify their own values in relationship to their environment.
6. Develop basic skills and techniques.

1. The level of creativity and craftsmanship demonstrated.

2. The degree of knowledge and understanding of the elements and principles of this particular studio discipline.

3. Portfolio and project presentations will be required throughout the duration of this course.

4. Overdue assignments will be penalized 10% per day.

5. Professional Orientation as indicated by enthusiasm, work commitment, involvement and flexibility in collective and individual critiques.

6. Attendance is mandatory.

More than 20% absenteeism may constitute a failure except for medical or extenuating circumstances (in which case a doctor's letter will be required). Lateness will be noted.

Assessment and Grading:A. Final Grade:

80% In Class Process and Project Assignments

5% Visiting Artists Presentations

5% Journal

10% Participation

B. Mid-term:

Over View, Fall:

Mid-term number based upon assignments completed. To date. Mid-term is an indicator grade only for the student's reference on his/her performance in the course.

Notes: the balance weight between *In Class Process and Project Assignments* will reflect the portion of the class time spent in those areas of study.

In Class Process assignments reflects the activity in class that day and will be very short. Hence they will be due at the end of the specific class for marking. (There will be no extensions for any reason)

Journal (on going)

- Journal, Aesthetic Preferences and Dislikes
- Visiting Arts lectures “Artistic Statement”
- Personal or directed study profiles

A. 2D Design, Flat or Decorative Space

- Gestalt
- Basic Elements and Principles
- Shape & Line
- Positive and Negative Space
- Balance
- Tension
- Contrast & Unity
- Texture
- Terms and Definitions (hand out)

Extension Projects *2D Design***B. 3D Design, 3D Physical Space**

- Projects of relationship to 2D Gestalt with 2D, flat space to
- 3D Gestalt
- Basic Principles and terms
- Shape & Line
- Positive and Negative Space
- Balance
- Tension
- Contrast & Unity
- Texture
- Mass

Extension Projects, Constructive Exploration

3D Design

C. 2D Design, Pictorial or Illusionistic Space

- Basic Principles and terms
- Tonal Scale
- 3 Basic Volume Shapes
- Balance
- Positive and Negative Space
- Perception of Depth, visual indicators

Extension Projects*2D and 3D Design***D. 2D Design, Mechanical Perspective**

- Basic Principles and terms
- 1, 2 and 3 point perspective
- Steps and inclined planes
- Cross shadows across and parallel to picture plane

Extension Projects*2D and 3D Design***No text required optional Cost \$175.00 to \$250.00****Materials:**

- Masking tape, scissors, retractable blade/knife
- 24" or 30" stainless steel rule
- Compass, if you have one
- Rubber cement, white glue
- Kneaded eraser
- Set of pencils (box) 2H, HB, 2B, 4B, 6B, 8B
- Sharpie permanent marker fine point
- Other assorted markers if you have any
- Colored pencils and chalks with workable fixative
- Set of acrylic paint for colour study, list to be given out later (\$100.00)
- Brushes (\$1 5.00 - 20.00)
- Opus paper and insignia paper throughout course
- Mat board, gray stock
- Portfolio, a home made version will be fine
- A bag/knapsack/tackle box to carry small items
- Wood to be announced as needed
- Drawing board 1/8 inch Masonite, 24" x 32 "
- Notebook

Do not purchase materials until asked to do so.

Studio Procedures:

Students are expected to set up prior to class commencing. So that lectures and demonstrations can proceed uninterrupted. These will not be repeated for latecomers.

Many students will be using the studio, so it is important to maintain care in setting up and cleaning of the space you use and to exhibit consideration towards the workspace, materials and other students.

If there is any doubt as to the safety of the work being undertaken while the instructor is absent the student will consult the technician before continuing to work.