



VISUAL FUNDAMENTALS I

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

Dates: Sept. 5 to Dec. 5, 2002

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: khousego@gprc.ab.ca

Prerequisite: None

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 part 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 Ocvirk, 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.
 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.
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- Criteria for Evaluation:**
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. Work must be completed within 7 days of original deadline or failure to do so may constitute a "0" grade.
 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:

85% Class and Home Assignments
5% Mad Presentations (Visiting Artists)
10% Participation

B. Mid-term:

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.

Over View Fall: Journal and Presentation (October to March)
This project covers both courses and culminates in April.

Journal

- Journal, Aesthetic Preferences and Dislikes
- Concludes in a first "Artistic Statement"

To be introduced in October

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***Materials: No text required optional**

- 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.