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GRANDE PRAIRIE REGIONAL COLLEGE  
DEPARTMENT OF VISUAL AND PERFORMING ARTS

AR 236 VISUAL FUNDAMENTALS I (3-3) U.T. 3

Instructor: Keith Howard, Master of Arts Degree, New York University. Post Graduate Diploma in Education, Sydney Teachers College, Australia, Diploma in Fine Arts, National Art School, Sydney, Australia

Hours per week: Lecture 3 - Laboratory (Studio): 3

Prerequisites: Nil

Transfer Status: AR 236 and AR 237, Visual Fundamentals I and II are equivalent to AR 231 Visual Fundamentals. AR 236 and AR 237 will only be taught in the region.

Course Description:

AR 236, Visual Fundamentals I, is the first section of an introductory level lecture/studio course in two and three dimensional design that seeks to develop an appreciation and understanding of the basic elements and principles of design in the visual arts. Students will deal with the basic fundamentals of art while developing a critical insight and working knowledge of materials (media).

Calendar Description:

A studio based course with emphasis on the understanding of visual dynamics and design of visual form. A basic course where students are introduced to various concepts and projects using a variety of art media. This course is first part of two.

Course in Perspective:

AR 236 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 films 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.

Visits to galleries/and studios will be encouraged. There will be guest lectures and visiting artists.

### Course Objectives:

Students will:

1. learn to perceive, identify and apply the basic elements of art, principles of design and the creative process. They 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 a 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.

### Course Breakdown:

#### Unit 1:

An introduction to the nature of art and aesthetics, including:

- what is design?
- art as a lifestyle
- concepts of seeing, imagining and identifying
- the role of contrast in design
- development of aesthetic growth
- our environment as a resource

#### Unit 2:

In this unit the student, through creative inquiry, explores and re-thinks ideas; learns to identify and arrange basic elements and principles of organization in order to become aware of their abstract relationships.

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| Line -    | as a means of visual communication, physical characteristics, expressive properties, relationship to the other art elements, line in representation. |
| Shape -   | definition, use, shapes and space, edges, formal meaning.  |
| Value -   | relationship to other art elements, descriptive, expressive and decorative uses, compositional function.   |
| Texture - | relationships to the visual arts and pattern, types, pictorial function, actual, implied   |
| Space -   | perceiving, illusion, lateral, actual  |

The above will be studied considering the principles of organization and variety employing balance, movement, preparation, unity (gestalt), dominance and economy.

#### Unit 3:

Pursuing and clarifying the concepts and principles of Unit 1 and Unit 2 through two-dimensional problem solving.

#### Unit 4:

A continuation of the exploration and investigation already begun in Unit 3. Specifically, examining the transition between two and three dimensional design and three dimensional problem solving.

#### Reference Texts:

Art Fundamentals Theory and Practice, 5th Edition  
Ocvirk, Bone, Stinson, Wizz.

A Primer of Visual Literacy  
Doris A. Pond's

Design Concepts and Application  
Cheatham/Cheatham/Haler

Design, The Search for Unity  
Eugene Larkiw

#### Home Assignments:

This will be determined by the instructor. Students will be expected to invest a minimum of six hours a week out of class.

#### 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 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, commitment, involvement and flexibility in collective and individual critiques.

Assessment and Grading:

A. Final Grade:

90% Class and Home Assignments  
10% Participation

B. Mid-term:

A number grade based upon assignments completed. Mid-term may be an indicator grade only for the student's reference on his/her performance in this course. This will enable the student to make improvements of the evaluated work for the final portfolio presentation.

Note:

More than 10% absenteeism may constitute a failure except for medical or extenuating circumstances in which case a doctor's letter may be required.

Lateness will be noted.