

Prepared by the Department of Arts and Communication

Date of Departmental Approval: February 14, 2017

Date approved by Curriculum and Programs: February 22, 2017

Effective: Fall 2017

1. Course Number: ART 101

Course Title: Design I

2. Description: Basic design elements including line, shape, color, texture, value, and composition and their integration on a two-dimensional surface will be studied and applied. There will be a thorough examination of the nature and effect of color as a design element in conjunction with the interaction of positive and negative space, optical phenomena, and theories of harmony and visual dynamics. Cultural, ethical and environmental influences on design from a global perspective will be understood.

3. Student Learning Outcomes: Upon successful completion of this course, students are able to the following:

CREATIVE DEVELOPMENT

- Demonstrate an understanding of visual language concepts and vocabulary by integrating them into 2- dimensional and 3-dimensional projects.
- Compose using elements of visual language and principles of design (visual organization, balance, unity and variety) to achieve clear visual communication.
- Investigate personal concepts/themes/ideas as visual reference to create 2-dimensional or 3-dimensional works with attention to refinement of visual senses and personal expression.
- Identify elements of visual language (line, shape, negative shape, textures and color) by applying these concepts to a written analysis.
- Develop methods of personal reflection through self-evaluation, portfolio review, and peer critique.
- Demonstrate discipline, repeated practice, experimentation, and risk taking when creating art work.

TECHNICAL COMPETENCE

- Use a variety of materials and tools to create art work.
- Demonstrate technical proficiency with a variety of media.
- Apply conceptual and process methods to create design artwork.
- Demonstrate an understanding of color theory by examining the nature and effects of color in designs.
- Create a design project using digital media.
- Demonstrate technical competence, craftsmanship, and attention to detail when preparing and finalizing art work for presentation.

CRITICAL ASSESSMENT

- Evaluate composition in art or design work by group or individual critiques.
- Recognize elements of visual language through observation of historic and contemporary art.
- Identify visual elements in art or design work and evaluate them using classroom critiques and oral presentation.
- Apply visual decision making in composition of art & design work.
- Evaluate the relationship of design to ethical concepts, relationships and principles.
- Consider the role of the designer by exploring the importance and function of visual communication nationally and globally.
- Evaluate the meaning and responsibility of the designer in society.
- Explore historical and contemporary design nationally and globally in relation to issues of diversity.
- Explore art in the Higgins Art Gallery and document critical analysis.

4. Credits: 3 credits

5. Satisfies General Education Requirement: Humanities and Fine Arts

6. Prerequisite: ENL025 (Reading & Writing Essentials) or satisfactory basic skills assessment scores

7. **Semesters Offered:** Fall, Spring
8. **Suggested General Guidelines for Evaluation:** Grade is based upon individual projects, demonstrated ability, class contributions, attendance, self-initiative, and creative quality of final portfolio and final project.
9. **General Topical Outline (Optional):** Problem solving creative experiences are introduced utilizing analytical process combined with innovative approaches that allow for critical self-examination and personal expression.