

# VIST 105 – Principles of Design I

## Fall 2015

### Sections 505

MWF 11:30-1:45, Langford C307 and C304

### Sections 503 and 504

MWF 1:50-4:05, Langford C307 and C304

### Instructor: Krista Steinke

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Office hours: T/TH 12:30-1:30 or apt

Office hours: C429

## Course Description

Two-dimensional design; fundamentals of line, color, form, texture, shape, space and arrangement.

### Prerequisites:

None.

### About the Class

This course is intended to cultivate in the student a sense and ability for the foundation methods, techniques, and values that span changes in technology and culture in the realm of two-dimensional art and design. Issues such as composition, drawing, design process, image and meaning, and other topics are introduced and explored.

### Learning Objectives

The learning objectives for the course are as follows:

- To introduce the creative process.
- To explore the application of media, techniques, and artistic processes.
- To develop sensitivity to the natural phenomena of light, shade and color.
- To evaluate artistic subject matter, themes, symbols, ideas, meanings, and purpose.
- To develop visual awareness and the imagination.
- To develop skills in the use of materials and construction techniques.
- To develop a sharpened sense of critical faculties.

### Textbooks and Readings

Launching the Imagination 2D, 4<sup>th</sup> or 5<sup>th</sup> edition. 2014, NYC, NY: McGraw Hill Higher Education, 232 p. (eBook - Paperback)

Or

Launching the Imagination, *4<sup>th</sup> or 5<sup>th</sup> edition*.

Other papers, articles, web pages, and excerpts as assigned.

## **Project Titles**

Project 1 – Combining Shapes  
Project 2 – Value/ Shading Objects  
Project 3 – Notan  
Project 4 – Leaf and Line  
Project 5– 3 Degrees of Representation  
Project 6 – Color Collage

Project 7 – Standard Color Combinations  
Project 8 – Color Portraits  
Project 9 – Symmetry  
Project 10 – Nonobjective Story  
Project 11 – 3 point Perspective  
Project 12 – Spatial Recession

## **Lectures**

Chapters dealing with the lecture material will be assigned and should be read before class. Students are expected to attend every class session and to be attentive and respectful listeners during the lectures, videos, critiques, discussions, etc. Students are expected to assist in maintaining a classroom environment that is conducive to learning and are prohibited from using cell phones, eating or drinking in class, making offensive or rude remarks, reading newspapers, sleeping or engaging in any other form of distraction.

Class members are encouraged to participate during the class period by asking questions, contributing his/her own thoughts and ideas from the readings or by bringing in examples that might relate to discussions. Any notes, assignments or handouts missed due to absence are the students' responsibility and copies must be obtained from reliable fellow classmates.

## **Related Purchases**

Materials for this course should cost \$200 to \$350 depending on where you buy them, the particular brands you buy, and the type of final project you pursue. All of these materials should be available at Hobby Lobby or Michael's.

You should purchase the following materials in time for use during the second class meeting.

Design journal/sketchbook, black cover, about 8" x 12"  
18 x 24 drawing paper, 25 sheets or more, for all media (wet or dry)  
11 x 14 or larger Bristol Paper, 15 sheets or more  
11 x 14 or larger Tracing paper  
1 pack - 12" x 12" black cardstock (scrapbooking section)  
Construction paper, 30 sheets or more, as many different colors as possible  
4 pieces of Black mat board for mounting projects (20" x 30" or 32" x 40")  
Illustration board to cover table  
Black fine point felt pens with flexible tips and hard tips  
Ebony or similar soft pencils  
Pencils HB-6B  
\*A set of Prismacolor pencils with 24 or (better) 48 colors  
An inexpensive pencil sharpener  
Mars white eraser or similar  
Masking (drafting) tape  
Rubber cement and/or glue stick  
Rubber cement lifter (looks like an eraser)  
Xacto knife and extra blades (#11 size)  
Scissors  
A stainless steel ruler  
Magazines - collect to use later in the semester

### **Optional items you might want for assignments or your final project include:**

Woodless graphite pencils  
Soft pastels (suggest 24)  
Watercolor pencils and brush or two  
Grey kneaded eraser  
Fixative  
Scotch tape  
30/60 degree triangle, and/or a 45 degree triangle and/or a T-Square

\*We highly recommend purchasing prisma or copic markers for later projects. These markers range in price from \$5-\$8 per marker. You purchase colors as needed.

### **Attendance**

Attendance is mandatory to complete this course. Punctuality is a symbol of professionalism and responsibility. Excused absences are covered by the University policy. In such cases you should speak with me as soon as possible to arrange for make up work. No grace will be extended for unexcused absences and significant penalties will result per the grading policies listed above. Any more than three unexcused absences will result in your grade being lowered one letter. **NOTE: If you have an unexcused absence on day of critique or Quiz you will receive a “O” grade for that project or Quiz.**

### **Grading Formula**

For final grades fractions are truncated, i.e. all fractional grades are rounded down to the next integer. Final grades will be calculated based on 5 factors, each of which will contribute the noted percentage towards your final grade. They are:

(10%) Class Participation  
(20%) Sketchbook and Exercises  
(50%) Projects  
(10%) Quizzes  
(10%) Final Project

The instructor's qualitative judgment of the student's exercises and projects will include such factors as preparation, presentation, conceptualization, technical application, documentation, and aesthetic effectiveness.

Exercises are executed in your sketchbook. An unexcused absence will result in a 0 for any in-class exercise executed that day. Exercises for excused absences are due one class day after return to class unless the instructor agrees otherwise. Late assignments in this case will result in a 0.

In addition the steps you take to visually conceptualize a project need to be archived in a sketchbook. Additional work in your sketchbook will include notes from daily readings, lectures, research, brainstorming, and development of your ideas.

Projects are executed in unbound media. An unexcused absence on the day projects are presented will result in a 0 for that project. Projects turned in late without an excused absence will be penalized 5 points per day late.

Quizzes can cover any material delivered in lecture, discussion, or assigned reading. An unexcused absence on the day of the quiz will result in a 0 for that quiz.

Final Projects will be pre-approved by the instructor early in the process. Unapproved final projects, or an unexcused absence on the day of final project presentations, will result in a 0 for the final project. Final projects turned in late without an excused absence will be penalized one letter grade per day late

## **Class Participation Grading Practice**

The instructor's qualitative judgment of the student's in-class participation will include such factors as attendance, preparation, engagement, professional demeanor, and informed contribution to discussions and critique sessions.

The following is offered as an aide to understanding the method by which your class participation is evaluated. The actual grading criteria will be related to these categories but will be more specific to the given topic. The scores noted below are relative to a 100-point scale.

F: 59 and below: The student is consistently absent or significantly late to class; is rarely prepared for class; is rarely a willing participant or responsive to questions; consistently exhibits unprofessional and/or disruptive behavior; offers virtually no considered opinions, researched information, or constructive criticism.

D: 60 – 69: The student is frequently absent or significantly late to class; is only occasionally prepared for class; is only occasionally a willing participant or responsive to questions; frequently exhibits unprofessional and/or disruptive behavior; only infrequently offers considered opinions, researched information, and constructive criticism.

C: 70 – 79: The student is occasionally absent or significantly late to class; is inconsistently prepared for class; is sometimes a willing participant and responsive to questions; infrequently exhibits unprofessional and/or disruptive behavior; inconsistently offers considered opinions, researched information, and constructive criticism.

B: 80 – 89: The student is rarely absent or significantly late to class; is consistently prepared for class; is frequently a willing participant and responsive to questions; almost never exhibits unprofessional and/or disruptive behavior; usually offers considered opinions, researched information, and constructive criticism.

A: 90 – 100: The student is never absent without excuse or significantly late to class; is always very well prepared for class; is always a willing participant and responsive to questions; never exhibits unprofessional and/or disruptive behavior; always offers considered opinions, researched information, and constructive criticism.

## **Exercise and Project Grading Practice**

As an aide to understanding the method by which your assignments are evaluated, read the following carefully. The actual grading criteria will be related to these categories but will be more specific to the given assignment. The scores noted below are relative to a 100 point assignment.

F: 60 and below: The student work is unresolved; the intentions are unclear and major criteria or goals lack resolution; Presentation is incomplete and/or of poor quality; There is a complete lack of problem solving intent, artistic content and/or visual merit.

D: 60 - 70: The work has problems in two or more major areas; Skill and problem development is marginal or incomplete; The project lacks imagination and/or design/artistic potential.

C: 70 – 80: The student has completed the basic assignment, but the work lacks depth of understanding; Some aspects are not completely satisfied and the work contains little promise even though most issues have been addressed.

B: 80 – 90: The student work shows imagination and potential; Presentation and visual content is good; The assignment requirements are fulfilled but in need of more refinement or development; There are no major issues that would require a total redesign of the project.

A: 90 – 100: The student work has imagination and the response to the assignment show understanding and thought; The work is highly developed and well presented; The entire project shows depth and breath and is well coordinated; The project potential has been achieved.

## **College of Architecture's "Don't Deface the Property" Statement**

"It is unlawful for any person to damage or deface any of the buildings, statues, monuments, trees, shrubs, grasses, or flowers on the grounds of any state institutions of higher education (Texas Education Code Section 51.204)"

The words damage or deface refer specifically to any and all actions, whether direct or indirect, that either diminish the value or mar the appearance of the physical environment.

## **Attendance**

Attendance is mandatory to complete this course. Punctuality is a symbol of professionalism and responsibility. Excused absences are covered by the University policy. In such cases you should speak with me as soon as possible to arrange for make up work. No grace will be extended for unexcused absences and significant penalties will result per the grading policies listed above. Any more than three unexcused absences will result in your grade being lowered one letter. If you have an unexcused absence on the day your project is due, you will receive a "0" grade for that project.

## **Copyright**

The handouts used in this course are copyrighted. "Handouts" include all materials generated for this class, which include but are not limited to the on-line course notes, syllabi, exams, quizzes, problems, in-class materials, review sheets, additional problem sets, and the contents of the class Web site. Because these materials are copyrighted, you do not have the right to copy them, unless you are expressly granted permission. You have permission to make printouts of the on-line class notes and the class web site strictly for your use in this class.

## **Plagiarism**

In this course, we want to encourage collaboration and the free interchange of ideas among students and in particular the discussion of reading and writing assignments and review questions, approaches to solving them, etc. However, we do not allow plagiarism, which, as commonly defined, consists of passing off as one's own the ideas, words, writings, etc. which belong to another. In accordance with this definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you have the permission of that person. Plagiarism is one form of scholastic dishonesty. If you have questions regarding plagiarism, please consult the latest issue of the Texas A&M University Student Rules, under the section on Scholastic Dishonesty.

Please note the use of source code, software libraries, images and sound, and other materials from outside sources is only allowed when it is clearly declared at the time the assignment is turned in, and when doing so does not violate copyright or other limitations stipulated by the original creator.

## **Aggie Honor Code**

"An Aggie does not lie, cheat or steal, or tolerate those who do"

Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the TAMU community from the requirements or the processes of the Honor System.

For additional information please visit: <http://www.tamu.edu/aggiehonor/>

## **Americans with Disabilities Act**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, in Cain Hall, Room B118, or call 845-1637. For additional information visit <http://disability.tamu.edu>.

## Schedule

The following classes and dates are subject to change as announced in class or via email.

Note that exercises are generally completed in one day in the studio and projects are started in the studio, worked on overnight, and critiqued in class the following day. On quiz days the quiz is the very first thing to take place. The class day usually begins with a lecture, followed by critique of the previous day's project, then an exercise is executed, then the next project is begun. Exercises are generally executed in the sketchbook and projects are generally on unbound media.

DATE	CHAPTER	LECTURE	STUDIO
Mon - Aug 31	1	Line	Exercise: Line Inventory
Wed - Sept 2	1	Shape	Exercise: Shape Inventory Start Project 1: Combining Shapes
Fri - Sept 4	1	Studio Day	Projects 1 due Sept
Mon - Sept 7	1	CRITIQUE Project 1 Texture	Exercise: Texture Inventory
Wed - Sept 9		Value Value and Shape	Exercise: Shading Exercise: Value Scale Start Project 2: Shading/ Texture Object
Fri - Sept 11	1	Studio Day	Project 2 due Sept 14
Mon - Sept 14	1	CRITIQUE Project 2	
Wed - Sept 16	1	Format, Figure and Ground	Exercise: Notan Start Project 3: Notan
Fri - Sept 18	1	Studio Day	Project 3 due Sept 21
Mon - Sept 21	1	CRITIQUE Project 3	
Wed - Sept 23	1	Degrees of Representation	Exercise: TBA Start Project 4: Leaf and Line
Fri - Sept 25		Studio Day	Project 4 due Sept 28
Mon - Sept 28	1	CRITIQUE Project 4	
Wed - Sept 30	1	Review Chapter	Exercise: 3 Degrees of Representation Start Project 5: 3 Degrees of Representation
Fri - Oct 2	1	Studio Day/ Quiz Review	Project 5 due October 5
Mon - Oct 5	1	CRITIQUE Project 5 QUIZ #1	
Wed - Oct 7	2	COLOR Theory, Systems, Physics, Defining Color	Exercise: Create an Itten Color Wheel Exercise: Color Tint, Tone, & Shade Exercise: Gather Magazine Color Pages Start Project 6: Color Collage

Fri - Oct 9	2	Studio Day	Project 6 due Oct 14
Mon - Oct 12	2	COLOR Schemes STUDIO Day - work on Collages	Project 6 due Oct 14
Wed - Oct 14	2	CRITIQUE Project 6 Color Interaction	Exercise: Construct 4 Color Schemes Start Project 7: Color Combinations
Fri - Oct 16	2	Studio Day	Project 7 due Wed Oct 21
Mon - Oct 19	2	RESEARCH SYMPOSIUM!!!!	Exercise: attend symposium and write review of 2 lectures in sketchbook
Wed - Oct 21	2	CRITIQUE Project 7 Composing with Color	<a href="http://colorshemedesigner.com">http:// colorshemedesigner.com</a> Start Project 8: Color Portrait
Fri - Oct 23	2	Studio Day/ Quiz Review	Project 8 due Oct 26
Mon - Oct 26	2	CRITIQUE Project 8 QUIZ #2	
Wed - Oct 28	3	Unity and Gestalt, , Patterns	Exercise: Unity, Variety, Gesalt Start Project 9 :Symmetry/ Pattern
Fri - Oct 30	3	Patterns and Grid/ Studio Day	Exercise: Symmetry Project 9 due Nov 4
Mon - Nov 2	3	CRITIQUE Project 9	
Wed - Nov 4	3	Balance Space and Perspective, Scale and Proportion, Rhythm, Emphasis, Other Spatial Effects Illusion of Movement	Exercise: Balance Project 10: Nonobjective Story
Fri - Nov 6	3	Studio Day/ Quiz Review	Project 10 due Nov 9
Mon - Nov 9	3	CRITIQUE Project 10 QUIZ #3	
Wed - Nov 11	4	Introduce Final Project The Illusion of Space and Perspective	Exercise: 1, 2, & 3 Point Perspective Start Project 11: 3 Point Perspective Exercise: Prep Drawings
Fri - Nov 13	4	Studio Day	(Project 11 due Nov 16)
Mon - Nov 16	4	CRITIQUE Project 11 Other Spatial Techniques Spatial Recession	Exercise: Spatial Techniques
Wed - Nov 18	4	Illusion of Movement	Exercise: 4 thumbnail ideas for Project Start Project 12: Illusion of Space and Motion
Fri - Nov 20	4	Brainstorm Final Projects	Project 12 due Nov 23 Project Plan Due - Nov 23

Mon - Nov 23	4	CRITIQUE Project 12 QUIZ #4	
Wed - Nov 25		Brainstorm Final Projects	Work on final project
Fri - Nov 27		THANKSGIVING	Work on final project
Mon - Nov 30		Revisions to Project Plans and start working on drafts	Get approval and changes Final Project due Dec 2
Wed - Dec 2		Individual meeting with Instructors Working drafts for Final Project Due	
Fri - Dec 4		work on Final Project	Preliminary Classroom Cleanup
Mon - Dec 7		work on Final Project	FINAL PROJECT DUE Dec. 9
Wed - Dec 9		FINAL PROJECT DUE	

