

## Learning Outcomes: VIST 105 – Principles of Design I

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### Level 1 – Knowledge

- Define and identify the elements of design such as line, shape, space, texture, volume, value, and color, and the principles of design such as balance, proportion, scale, rhythm, movement, unity and variety, and kinesthetics.
- Define and identify styles and art movements such as representation, abstraction, non-objective art, impressionism, cubism, and surrealism.
- Define and identify styles and techniques in value such as shading, hatching, cross-hatching, high key, low key, chiaroscuro, high contrast, and texture.
- Define and identify elements of color theory including additive and subtractive systems, primary, secondary, and tertiary colors, color schemes, and color mixing to achieve arbitrary hues and degrees of tint, tone, and shade.

### Level 2 - Comprehension

- Describe and summarize the conceptual intent and communicative content of ones own work as well as that of others.
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### Level 3 - Application

- Determine the concept, appropriate media, style, and aesthetic intent for a creative project.
- Prepare and chart a written plan to implement the intended creative project with regard to a time budget, schedule, milestones, and deadlines.
- Develop the concept, media, and aesthetics in the course of execution.
- Use the full spectrum of design elements and principles, as well as value technique and color theory.
- Solve both anticipated and unanticipated problems in the course of execution.

### Level 4 - Analysis

- Given the works of others point out and compare the use of design elements such as line, shape, space, texture, volume, value, and color; the use of design principles such as balance, proportion, scale, rhythm, movement, unity and variety, and kinesthetic; the use of styles and techniques in value; and the application of color theory.

**Level 5 - Synthesis**

- Plan, organize, and write support documents for creative projects such as artist statements, research and historical background documents, and project proposals.
- Design, organize, and create drawings and other works demonstrating mastery of perspective, lighting, color theory, the use of value, and the synthesis of design elements and principles.

**Level 6 - Evaluation**

- Given the works of others, or in speaking about ones own work, critique and evaluate pieces in terms of concept or idea, practical technique, quality of craft, and overall aesthetic and communicative effectiveness.