AVT 104 – Studio Fundamentals 1

Syllabus

Course Description:
Two Dimensional Design:

Techniques and Concepts.

The focus of the class is to explore and discuss the fundamental aspects of 2D design. 2D design is the discipline underlying all forms of visual expression. It involves the placement of visual elements in order to create a whole composition, and helps to define the artist’s vision. This course introduces students to the formal elements of design: line, shape, form, color, texture, and space as well as independent research. Working through a variety of exercises, students use these elements to solve problems of visual organization. The skills acquired by doing so are invaluable to anyone working in two-dimensional media.

AIMS/CLASS GOALS:
1. Learn, understand, and demonstrate competency with 2D design techniques and concepts. Merge the listed formal, visual elements with the content of your research.
   a. Line
   b. Shape
   c. Form
   d. Color
   e. Texture
   f. Space
2. Learn, understand, and demonstrate competency in the creation of overall compositions that concern:
   a. Proportion/Scale
   b. Rhythm
   c. Balance
   d. Unity/Variety
   e. Repetition/Pattern
   f. Perspective
3. Enlarge your understanding of the history of 2D design and how it relates to broader, contemporary concepts.
4. Understand relationship between form and content – art and its expressive, social, political, and cultural implications.
5. Expand your ability to evaluate your own work and that of your peers.
6. Enhance work ethic and creative expression outside of class through independent research that parallels in-class activities.
7. Discover, understand, and explore various materials and media.
8. Maintain good work habits and a professional demeanor in studio.

OBJECTIVES:
On completion of this course, students should be able to:
1. Use (and show competence in) 2D design concepts and techniques to create compositions, including: line, shape, value, color, texture, and space.
2. Use (and show competence in) the elements of 2D compositions, including: proportion/scale, rhythm, balance, unity/variety, and repetition/pattern.
3. Understand the conventions, traditions, and history of 2D Design Fundamentals.
4. Demonstrate understanding of form and content in art through in-class activities, independent research, homework assignments, and group discussions.
5. Actively engage in individual and group critiques, thereby gaining and providing feedback and stimulating peer discussion.
6. Demonstrate a strong work ethic outside of class evident through independent research, sketchbook activities and homework assignments.
7. Use, understand, and combine various materials and media in finished compositions.
8. Continue to maintain a professional demeanor and good work habits in the studio.

REQUIREMENTS:
- Solid work ethic and concentration in class.
- Attendance.
- Work outside of class.
- Completion of assignments on time.
- Consistent participation in class.

GRADING POLICY
To pass the class, students will fulfill the specific outcomes and other course expectations as listed in this syllabus.

Letter grades that will be assigned:
- “A” work is considered outstanding within the context of the course. This includes actively participating in class every day, writing thorough, well-researched and thoughtful papers, and executing assignments on time with special attention to learned formal skills, content, craftsmanship, and presentation. An “A” letter grade will not be given if you have more than one unexplained absence from class.
- “B” work exceeds the basic requirements of the course, above average participation. A “B” letter grade will not be given if you have more than two absences from class.
• “C” work meets the basic requirements of each assignment. Completes work with uneven results. A “C” letter grade will not be given if you have more than three absences from class.
• “D” minimal effort. “F” no effort.
• + or - will be assigned to letter grades according to letter scale.

50% Assignments (includes: Assignments (8/10), Sketchbook (2/10)
30% Participation (includes: attendance, preparedness, participation, effort)
10% Research Project
10% ArtsBus

Ask yourself these questions throughout the semester:
• Have I done the assignments, fulfilling the requirements of each?
• Do I participate in class discussions and critiques?
• Do I pursue learning outside of lecture/studio time?
• Is this the best I can do? Are my efforts outstanding?
• Is my work unique and creative?
• Have I been present, prompt, prepared and resourceful?

CLASS PARTICIPATION
ATTENDANCE:
Evaluation is strongly based on work done in class. If you are not in class, it is impossible to evaluate your progress; therefore, class attendance is mandatory. More than three absences are problematic and will result in a full letter grade reduction.

The following are considered excused absences:
1. Family emergency
2. University established religious holiday
3. Illness with a dated doctor’s note
4. University sponsored events, documented

** If you are going to miss class for any reason, it is important that you contact me.

**If you miss or are late to a class, it is your responsibility to find out what you missed from one of your classmates. The work will have to be made up outside of class.

DON’T BE LATE, DON’T LEAVE EARLY, DON’T MISS CLASS!
An unexcused absence lowers your grade. Each student is allowed 3 excused absences. Any absence taken after the third excused absence will result in a drop of one letter grade for each absence. Attendance is taken at the start of each class. A student coming to class within the first 15 minutes will be counted as late. Three lates are counted as one absence. Missing the first 15 minutes of class counts as an absence. Students are expected to remain in class for the entire period. Leaving before class is dismissed or leaving for long periods during class are also considered poor attendance. Leaving before the final 15 minutes of class will be counted as an absence. Leaving 15 minutes or less before class is dismissed counts similarly to being late.

Please note: there is no provision for unexcused absences. Don’t miss class.
**Preparation**
Arrive prepared for the class activities. If you do not have materials and are unable to work, you will be counted as absent for that day.

**Clean-up**
Students are responsible for cleaning up after themselves so that the room is ready for the next class. At the end of the semester, please thoroughly clean out your locker/file. Do not leave anything behind.

**Critiques**
We will hold informal peer critiques after each project. The critiques are designed to help students improve their work and develop a vocabulary to discuss their own work as well as the work of their classmates. Participating in the critiques is mandatory.

**ASSIGNMENTS:**

**In/Out of Class Work (Independent research and Visual projects):**
In general, design projects can be introduced, demonstrated, and assigned each week. Studio hours will be used to develop designs while additional work will be required outside of class to develop ideas, practice techniques, complete the assignments, and ultimately deepen your understanding of the information presented in class. Success of studio projects requires additional hours on their completion, therefore, expect to spend at least 4 hours outside of class each week on assignments as well as conducting your research work. Like any skill, 2D design requires practice and research.

**Sketchbooks**
Students are required to purchase a sketchbook and sketchbook activities will be assigned throughout the semester. It should be brought to every class and used to explore creative ideas, practice techniques, problem solve, experiment with media, and take notes on relevant readings, lectures etc. **I strongly recommend that you work in your sketchbook on a daily basis.** Basically, include anything and everything that relates to processes, techniques, readings, and ideas that arise from practicing and thinking about art making. Use the sketchbook for your own personal exploration of concepts and media – experiment, try new things, and make mistakes. Ultimately, your sketchbook provides a place to document visual as well as verbal development but most importantly as a place that allows ideas to grow.

**Final Evaluation/ Portfolio Reviews**
There will be reviews of your work at 1/3 and 2/3 during the semester. The final evaluation will be based on work done in class, homework, research and sketchbook assignments. Portfolios are used to evaluate your effort, productivity, and progress. **Keep all of your work throughout the semester. Keep it dry and store it in a flat place.**
LIST OF MATERIALS
(some materials are optional and will be discussed on the first day)
1 white vinyl eraser
1 assortment of drawing pencils (hard and soft)(minimum 2H, 2B, 4B, 6B)
1 small pencil sharpener (try in shop before buying)
2 black Staedtler drawing pens (very fine, medium)
2 black Sharpie (fine and broad or a two ended Sharpie marker)
  Optional-1 small jar of waterproof black ink
1 metal tip ink pen or bamboo pen (you may want more than one size), optional
1 basic set of gouache
  -Or basic set of acrylic paint, 2 ounce, suggested brand Liquitex,
    (minimum red, blue, yellow, black, white)
1 small assortment of acrylic brushes, small-med-large, (minimum: #1 round, #8 round, #12 flat) or a small package including rounds, flats and brights
  -Invest in better brushes if you are able.
+ water containers for brushes (yogurt cups, plastic drink cups . . . )
+ disposable palette (bring if you have it)
1 scissors
1 X-acto #1 knife, may need extra blades
1 roll masking tape, can be shared
1 18-inch or 24-inch metal ruler Or t-square, can be shared
1 glue stick or rubber cement, can be shared

1 9 x 12” spiral bound sketchbook, 100 sheets
10 sheets 14” x 17” 2-ply Bristol, minimum
1 or 2 sheets 19” x 25” black Strathmore Artagain Drawing paper
1 or 2 sheets 19” x 25” white Strathmore Artagain Drawing paper
3 sheets black construction paper, 9” x 12”

1 art bin container to transport your supplies
1 portfolio to carry your work, plastic or paper, water resistant recommended, optional, NOT a permanent portfolio, just a big envelope.

Also needed; access to a camera, access to color printer, tracing paper, old magazines . . .
Additional materials may be needed.
Art Supply Stores:
  - Blick: 1250 I St., NW, WDC, 202-898-0555
  - Plaza: 3045 Nutley St., Fairfax: 703-288-4500
  - AC Moore: 9650 Main St., Fairfax: 703-764-2004

COURSE OUTLINE:
This is a tentative schedule of the topics that will be covered. It is subject to change as
deemed necessary. Works are due at the beginning of class on due/critique dates. An
explanation of my expectations for each project will accompany each assignment.

Tuesday Class: Slide and technique lecture
Class projects due from previous week
Critique of completed work
New Assignments

Thursday Class: Technical instruction
Experimentation
Project discussion and studio work
Discuss individual research

Week 1
Syllabus, Introduction
Topic: VISUAL ELEMENTS, PRINCIPLES OF DESIGN
Studio Assignment: Metaphor Poem
Independent Assignment: Image Collection “Art I Like”
Written Assignment: Poem, Brag a Little

Week 2
Topic: VISUAL ELEMENTS, PRINCIPLES OF DESIGN, CRITIQUE
Studio Assignment: Art I Like Discussion, Image Analysis
Independent Assignment: Redraw
Written Assignment:

Week 3
Topic: LINE, RHYTHM
Studio Assignment: Metaphor Poem Crit, Cursive Alphabet, Cursive loops
Written Assignment: Artist Paragraph

Week 4
Topic: LINE,
Studio Assignment: Isenbarger Line Exercises
Independent Assignment: thumbnails
Written Assignment:

Week 5
Topic: POSITIVE/NEGATIVE SPACE
Studio Assignment: Isenbarger Line Crit, Notan, Shape Clusters
Independent Assignment: thumbnails
Written Assignment: Artist Paragraph

Week 6
Topic: EMPHASIS
Studio Assignment: Jim Saw Collage
Independent Assignment: thumbnails
Written Assignment:

Week 7 Columbus Day 10/13 No Class Meeting
Topic: CONTENT
Studio Assignment: Jim Saw Crit, Meridian Monster
Independent Assignment: thumbnails
Written Assignment: Artist Paragraph

Week 8 & 9
Topic: LINE, VALUE, SPACE, EXTURE
Studio Assignment: Blend Doodle
Independent Assignment: thumbnails
Written Assignment: Artist Paragraph

Week 10 & 11 & 12
Topic: ELEMENTS OF ART. PRINCIPLES OF DESIGN
Studio Assignment: Blend Doodle Crit, Design Book
Independent Assignment: thumbnails
Written Assignment: Artist Paragraph

Week 13 & 14 & 15
Topic: TIME, MOTION
Studio Assignment: Design Book Crit, 6x6x6
Independent Assignment: Final Portfolio
Written Assignment: Artist Paragraph

This class fulfills a Mason Core requirement for Arts.

Mason courses in the film making, visual and performing arts stress generative, inquiry based learning through direct aesthetic and creative experience in the studio environment. Art history courses address the intrinsic relationship of personal and cultural creativity, and the manifestation of aesthetics, visual culture and visual narrative within historical contexts.

Learning Outcomes:
Students who successfully complete a course in the Arts category must meet the first learning outcome and a minimum of two of the remaining four learning outcomes:
1. Demonstrate an understanding of the relationship between artistic process, and a work’s underlying concept, and where appropriate, contexts associated with the work.
2. Identify and analyze the formal elements of a particular art form using vocabulary and critique appropriate to that form.
3. Analyze cultural productions using standards appropriate to the form, as well as the works cultural significance and context.
4. Analyze and interpret the content of material or performance culture through its social, historical, and personal contexts.
5. Engage in generative artistic processes, including conception, creation, and ongoing critical analysis.

University and School of Art Policies

In accordance with George Mason University policy, **turn off all cellular telephones and other wireless communication devices at the start of class.** The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

Commitment to Diversity
This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran’s status, or physical ability.

Statement on Ethics in Teaching and Practicing Art and Design
As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional
Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

Open Studio Hours
SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted outside the studios.

School of Art Print Studio
School of Art Print Studio (SOAP) is located in the School of Art Building on the Fairfax Campus. As a non-profit studio, SOAP offers a variety of services including printing and production services to students, faculty and staff. All jobs are processed with high quality materials on state-of-the-art equipment, specifically for graphic design portfolios, mixed-media paintings and reproductions, posters, handmade books, student assignments and proof sheets. More information can be found at soaprint.gmu.edu or 703-993-7203.

ArtsBus Dates and Credit
Fall 2015
September 26th
October 24th
November 21st Each student must have up to 5 AVT 300/Artsbus credits before graduation. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment.

If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300. Please go to the ArtsBus website: http://artsbus.gmu.edu "Student Information" for additional, very important information regarding ArtsBus policy.

Non-AVT majors taking art classes do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

Visual Voices Lecture Series Fall 2015
Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater.

September 3rd Jon Rubin “Art in Public Life”
September 10th Helen Zughaib “Arab Song – Arab Spring”
September 24th Catherine Kehoe “It’s Not What You Think”
October 1st SOA Grads “Loading Content”
October 8th Steve Badanes + Linda Beaumont “Speak of the Devil”

Important Deadlines
Last Day to Add - Tuesday, September 8
Last Day to Drop (No Tuition Penalty) - Tuesday, September 8
Final Drop (67% Tuition Penalty) - October 2
Selective Withdrawal Period - October 5 - October 23
Incomplete work from Spring/Summer 2015 due to instructor - October 30

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until the last day of classes) must be made by the student in the SOA office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed), LATE ADD fee will apply. Requests for non-selective withdrawals and retroactive adds (adds
after the last day of classes) must be approved by the academic dean of the college in which the student’s major is located. For AVT majors, that is the CVPA Office of Academic Affairs, College Hall C211.

**Students with Disabilities and Learning Differences**

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

**Official Communications via GMU E-Mail**

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

**Attendance Policies**

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Class participation may be a factor in grading, therefore instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

**Honor Code**

Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously.

No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else’s words or ideas without giving them credit is plagiarism, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, *A Writer’s Reference.*) The exception to this rule is information termed general knowledge—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, “When in doubt, cite.”

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

**Writing Center**

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis.