George Mason University School of Art Spring 2016
Fundamentals of Design 1 AVT 104 008 Instructor: Rebecca Morgan
Phone: 703-993-8898(Art office) Mail Box in art office
Email: rmorga14@gmu.edu

**Course Description:**
The Focus of Studio Fundamentals 1 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 and discovery. Working through a variety of exercises, students use these elements to solve problems of visual organization. The skills acquired by doing so are the building blocks and the foundation of all art and design.

Introduce facility in the use of drawing media and mastering the vocabulary of design elements as the foundation for fine art. Introduce and explore the use of compositional elements and the principles of composition and design. Examine art historical and contemporary examples of design elements.

**Goals:**
1. Learn, understand, and demonstrate competency with 2D design techniques and concepts. Class time will be dedicated to structural knowledge of several design principles and elements.

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<thead>
<tr>
<th>Principles</th>
<th>Elements</th>
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<td>-Repetition</td>
<td>-Balance</td>
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<td>-Variety</td>
<td>-Proportion</td>
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<td>-Rhythm</td>
<td>-Economy</td>
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<tr>
<td>-Line</td>
<td>-Texture</td>
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<td>-Form</td>
<td>-Space</td>
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<td>-Color</td>
<td>-Space</td>
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2. Enlarge your understanding of the history of 2D design and how it relates to broader, contemporary concepts.

3. Understand the relationship between form and content – art and its expressive, social, political, and cultural implications

4. Expand your ability to evaluate your own work and that of your peers.

5. Enhance work ethic and creative expression outside of class through independent research that parallels class activities.

6. Discover, understand and explore various materials and media and how to implement them within specific formal ideas.

7. Maintain good work habits and a professional demeanor in the studio.
Class Requirements:
   1. Solid work ethic and concentration in class
   2. Attendance
   3. Work outside of class
   4. Completion of assignments on time
   5. Consistent participation in class

Attendance: Attendance will be taken at the beginning and end of each class. Since studio art instruction is based on in-class interaction and participation, attendance is mandatory. Students will be allowed two unexcused absences; however, a third will result in a 1/3 letter reduction (a B becomes a B-) of the final grade. Each absence thereafter will further lower the final grade by 1/3 letter. Students with eight or more absences will automatically fail the class. Three tardies will equal one absence. A student arriving in class more than 15 minutes after class begins will be counted as late.

Class attendance is mandatory. Evaluation is strongly based on work done in class. If you are not in class, it is impossible to evaluate progress.

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.

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 and will result in an absence.

Class will be dismissed with ample time provided for packing materials and cleaning up. Please do not prepare to depart before class is dismissed. It is disruptive and unfair to your classmates.

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. Because class participation may be a factor in grading, 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.
**Preparation /Clean-up:**
If you arrive without materials and unable to work, you will be counted as absent for that day.
Students are responsible for cleaning up after themselves so that the room is ready for the next class.

**Critiques:**
We will hold formal critiques for 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.

**Grading:**
Your portfolio will include individual assignments and homework and be worth 30% of your grade.
The final project will be worth 30% of your grade.
Quizzes will constitute 20% of the final grade. There will be four quizzes.
Sketchbooks will be worth 10% of the final grade.
Class participation in discussions and critiques will be worth 10% of the final grade.
If you do not submit a portfolio you will fail. If you do not submit a final project you will fail.

Grades will be applied as follows:
A= Excellent
B= Competent
C= Sufficient
D= Minimum Passing Grade
F= Failure

**Evaluation:**
Work will be graded on its quality and based on effort, experience, and aptitude. Quality is based on inventiveness, clarity, thoroughness, demonstration of execution, and understanding of an assignment's objectives. Students will achieve high-quality work through a combination of three factors: effort, experience, and aptitude (listed in order of importance). Some students will be able to produce superior work more easily than others, based on greater prior experience or aptitude. This is true for work in any course. Quality is based on inventiveness, thoroughness, clarity, and demonstration of the understanding of a specific assignment's objectives.

**ASSIGNMENTS:**
**In/Out of Class Work (Independent research and Visual projects):**
In general, projects will be introduced, demonstrated, and assigned each week. If you do not submit work when it is due, your grade for that assignment will be lowered, at my discretion. Absence, unless documented, does not excuse you from
submitting work on time. 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; expect to spend a substantial amount of time outside of class each week on assignments. Like any skill, 2D design requires practice and research.

**Sketchbooks:**
Sketchbooks will be used in many cases for executing assignments. You will use it frequently in the studio. Keep your sourcebook with you at all times, since this is where you will record visual research. Visual research includes drawing from life, writing down ideas, and archiving images from culture. It should literally become your source: of inspiration, of imagery, of critical thought and analysis. 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. 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. You must always have your sketchbook with you in class. Your assignments and exercises will be planned in your sketchbook. Use this space for experimentation before making final decisions about your work.

**Portfolio Review:**
Your portfolio will include all work completed during the duration of the class, including all in-class assignments and homework. A portfolio of the semester’s work must be submitted at the end of the semester (see academic calendar). The portfolio should be arranged in chronological order. 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.

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.

University and School of Art Policies
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ArtsBus - Dates for Spring 2016
February 20
March 19
April 9

ArtsBus Credit
* 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 Spring 2016
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:
http://soa.gmu.edu/visualvoices/
Important Deadlines:

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<th>January 1 Day of Week</th>
<th>Friday</th>
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<td>Martin Luther King Day (no classes)</td>
<td>Mon Jan 18</td>
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<td>First day of classes: last day to submit Domicile Reclassification Application; Payment Due Date; full semester waitlists removed</td>
<td>Tue Jan 19</td>
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<tr>
<td>Summer 2016 Graduation Intent Available via Patriot Web</td>
<td>Mon Jan 25</td>
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<tr>
<td>Last day to add classes—all individualized section forms due Last day to drop with no tuition penalty</td>
<td>Tue Jan 26</td>
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<tr>
<td>Last day to drop with a 33% tuition penalty</td>
<td>Tues Feb 2</td>
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<tr>
<td>Final Drop Deadline (67% tuition penalty)</td>
<td>Fri Feb 19</td>
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<tr>
<td>Last day to file your Spring 2016 Graduation Intent</td>
<td>Fri Feb 19</td>
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<tr>
<td>Immunization Record Deadline</td>
<td>Tue Mar 1</td>
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<tr>
<td>Midterm progress reporting period (100-200 level classes)—grades available via Patriot Web</td>
<td>Mon Feb 15 – Fri Mar 18</td>
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<tr>
<td>Selective Withdrawal Period (undergraduate students only)</td>
<td>Mon Feb 22 – Fri Mar 25</td>
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<tr>
<td>Spring Break</td>
<td>Mon Mar 7 – Sun Mar 13</td>
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<td>Incomplete work from Fall 2015 due to Instructor</td>
<td>Fri Mar 25</td>
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<td>Incomplete grade changes from Fall 2015 due to Registrar</td>
<td>Fri Apr 1</td>
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<tr>
<td>Dissertation/Thesis Deadline</td>
<td>Fri Apr 29</td>
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<td>Last day of classes</td>
<td>Mon May 2</td>
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<td>Reading Days Reading days provide students with additional study time for final examinations. Faculty may schedule optional study sessions, but regular classes or exams may not be held.</td>
<td>Tue May 3</td>
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<tr>
<td>Exam Period (beginning at 7:30 a.m.)</td>
<td>Wed May 4 – Wed May 11</td>
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<td>Commencement and Degree Conferral Date</td>
<td>May 14</td>
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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, Performing Arts Building A407.

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. Because class participation may be a factor in grading, 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.
The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit ittraining.gmu.edu to see the schedule of workshops and to sign up.

MATERIALS LIST
1 pad of 18" x 24" Bristol or Drawing paper (smooth surface)(tape bound preferred)
1 sketchbook or journal, 9" x 12" (or larger) (spiral bound preferred)
General Brand Charcoal pencils; 6B, 4B, 2B, 2H (or Soft, Medium, Hard)
Drawing pencils; 8B, 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 4H, 6H
Mechanical pencil
Watercolor set
Acrylic Paint- No Ultramarine! Celurean, Golden Yellow, Lemon yellow, Red Orange, Crimson Red, Neon Yellow, Neon Pink, white, black, Any other colors that you do not want to mix.
Colored pencils
Ballpoint pen
Sharpie Marker
Pink Pearl eraser
Black India ink
Adhesive- spray, rubber cement, glue stick ect.
Assorted brushes- Small, Medium and Large, -Nylon or Taklon, Soft and flexible
Roll of blue 3M painters tape
Water resistant Portfolio, 19" x 25" or larger
Small hand mirror
Spray fixative (Krylon Crystal Clear, Workable Fixative)
X-acto knife and replacement blades
Rives BFK at least six individual sheets.
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. Classes and the syllabus may be altered during the semester. The syllabus may be altered during the course of the semester to allow for changes, class progress and unscheduled educational opportunities that may arise during the semester. We will often have opportunities to have gallery exhibits, artist talks or presentations, which could alter the schedule, in which you will be notified as soon as possible.

**Final Projects will be evaluated during our final critique**

Final Projects will be evaluated along the following criteria:
- ___ Specificity and variety of compositions (organizational strategies)
- ___ Clarity, complexity, and nuance in use of art elements (value, color, mark/line)
- ___ Thoroughness and grace of application of media
- ___ Conceptual clarity and specificity (avoid visual cliché)

**Assignment: Media and Technique-Self Portrait**

Purpose: To acquaint you with the character and varying possibilities of using basic art materials. Representing the figure in three separate drawings naturalistically, realistically and exaggerated in three separate mediums.

**Assignment: Balance**

Purpose: Using the elements, pictoral equilibrium can be achieved known as balance. Using a central subject or theme, create four compositions are designed to explore four different types of balance: Symmetrical balance, Approximate symmetrical balance, Asymmetrical balance, Radial balance. Subject matter/content must be continuous throughout four types of symmetry.

**Assignment: Line Types/Variety**

Purpose: To explore the expressive qualities of lines.
Procedure: Different line types produce different expressive effects; combinations of these lines can express complexity in a composition. Ballpoint pen, Pencil, Sharpie Marker for different weights and feeling.
Assignment: Emotional or Expressive Characteristics of Shapes
Purpose: Work with free shapes, geometric shapes or combinations of many shapes to create abstract expressions of emotional states. Create two compositions using two distinctly different emotional states. Consider how using color and all the previously implemented design principles may help to convey these emotional states.

Assignment: Texture/Variety Collage
Purpose: to highlight the varieties of actual and simulated textures. Find various textures, smooth, slick, rough, fuzzy, cloth, hair etc and make a collage. From that collage use a single media in greyscale to articulate the textures.

Assignment: Value Collage
Purpose: to explore degrees of value and intensity by creating 2D collage using magazine cut outs, found papers of any resource, packaging etc and then recreate the composition in Acrylic, matching the color of the collage elements.

Assignment: Color Mixing (hue, Value and Intensity)
Purpose: to explore variations in hue, value and intensity by creating 2D collage using magazine cut outs, found papers of any resource, packaging etc and then recreate the composition in Acrylic, matching the color of the collage elements. Use a small selection of the collage that was created for the value assignment as the content for this assignment

Assignment: Greyscales- 10 boxes of value scale created in the following media: ink wash/watercolor, graphite, ballpoint pen and charcoal

Assignment: Still Life – Drawing from life, objects in situ, middleground, foreground, background considered as well as a clear light source

Assignment: Color Wheel