2D Design and Color  George Mason University  Spring 2018

Course: AVT 104-003
Credits: 4  Required Foundation Course
Time: MW 4:30-7:10pm, January 22- May 2 2018
Location: SOA Room L002
Instructor: Catherine Cole  Email: ccolea@gmu.edu  Office Hours: By Appointment

This syllabus is posted on the SOA website at soa.gmu.edu under academics

Official Course Description: Explores elements and principles of two-dimensional design and color theory. The class establishes visual vocabulary and critical analysis that supports conceptual development. Studio projects build fundamental knowledge, skills, understanding of precedents, and contemporary practices in visual arts.

Aims and Objectives: Through lectures, demonstrations, discussions, critiques, gallery and museum visits, and hands-on projects and exercises, this class aims to introduce students to the elements and principles of design and build their ability to identify, analyze and create works of art applying what they learn. Working from life, the imagination, construction, geometry and abstraction, students will apply the elements of two-dimensional form to create technically and formally driven work, later considering the relationship between content, concept, and context in their work.

Note: Students may be asked to leave specific projects with the instructor to either be included in displays, the end of the year exhibition, and/or used as an example for future demonstrations.

Grades: Grades will be calculated on the following: Each project will have its own goals and objectives and will be evaluated based how well those goals are met or exceeded. Grades will be given at midterm and the final at minimum.
***Please hang on to all sketches and works of art as evidence of effort and experimentation***

Grade Breakdown
Each Unit and final project will be graded according to these factors
50% Participation and Performance  Attendance, Coming to Class Prepared, Involvement in Class Discussions, Critiques, In-Class Work Habits, Response to Feedback, effort, meeting deadlines and daily and end-of-semester clean-up and Studio Maintenance.
50% Product  Ideas, Concepts, Originality and Quality of work; technical craftsmanship, range, expression, demonstrating an understanding of the concepts and guidelines of the projects, of all projects research and development of ideas as seen through sketchbook

A 88-100 Points
Exceptional quality and quantity of work. Displays initiative, original thought, idea development, risk taking, and extra effort and a willingness to experiment and apply feedback. Applies added research to exceed expectations for each project. Demonstrates leadership in class discussions and critiques.

B 75-87 Points
Very good quality and quantity of work. Completes project specs. Applies knowledge to meet technical goals. Assignments complete at levels above average for GMU. Shows initiative. Demonstrates clear understanding of the assignments.

C 60-74
Good effort, meets project requirements. Work is complete, on time. Average problem-solving and applied knowledge. Does first ideas or does not explore multiple possibilities for work.

D 50-59 points
Barely sufficient effort, minimally acceptable for college level course. Incomplete, but on time. Poor problem solving, little proof of applied knowledge of elements and principles of design.

**F 0-49 points** Insufficient effort. Work submitted late. No demonstrated problem solving/knowledge applied. 1/3 assignments have not been successfully completed

Final Grades:

**80% Projects** Each Unit will be graded according to the above breakdown. The average grade of each unit and final project grade will be your final grade. Projects that take longer or are more substantive will be weighted more than quick projects or exercises.

**10% Sketchbook/Idea Bank**

**10% Writings:** Field Trip/Museum/Gallery Responses, Visual Voices Response, In-Class Prompts

**Attendance Policy:** Being a studio art class, attendance is imperative for learning. Attendance is taken daily at the start of class. Any more than three non-excused absences will automatically affect your grade, reducing it by 8% each. If not present within first 15 minutes of class, you will be considered tardy. 2 unexcused Tardies=1 Unexcused absence. Any missed deadlines, scheduled meetings or reviews will lower your grade. Please communicate with me if you believe your absence is excused. Excused absences may include illness, family emergencies, required school events, religious holidays.

This course requires about 12 hours of effort each week. About Six hours in class and about six hours out of class every week, to complete minimum requirements.

This class fulfills a [Mason Core requirement for Arts](#). Arts goal: Courses aim to achieve a majority of the following learning outcomes: students will be able to identify and analyze the formal elements of a particular art form using vocabulary appropriate to that form; demonstrate an understanding of the relationship between artistic technique and the expression of a work’s underlying concept; analyze cultural productions using standards appropriate to the form and cultural context; analyze and interpret material or performance culture in its social, historical, and personal contexts; and engage in the artistic process, including conception, creation, and ongoing critical analysis.

**Sketchbook:** Students will be required to have a new sketchbook dedicated to this class, (preferably spiral-bound, 9x12" - 11"x 14" range) to take notes in class, for homework assignments, and for drawing and individual inquiry and artistic research. I will ask to see your sketches, homework, and notes, and will be collecting them for midterm and finals.

**Textbook:** There is no required textbook in this course. Reading selections will be shared in class and posted on Blackboard.

**Critiques:** We will hold both informal critiques and discussions after the completion of most major print assignments, as well as hold midterm and final critiques in place of exams. Critique participation fall under the participation category of grading. I expect students to meaningfully contribute to the conversation and be open to the perspectives and feedback from their peers.

**University and School of Art Policies**

**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).

**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 Office of Disability Services (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 Office of Disability Services.
Counseling and Psychological Services: The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See http://caps.gmu.edu].

Cell Phones: In accordance with George Mason University policy, please silence 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.

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, and are responsible knowing the rules, as stated on the George Mason University website’ Academic Integrity page (http://oai.gmu.edu/the-mason-honor-code-2/). “To promote a stronger sense of mutual responsibility, trust, and fairness among all members of the Mason community, and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code:

Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

Mason’s Commitment: To create an environment that is innovative, diverse, entrepreneurial, and accessible-helping you avoid accidental or intentional violations of the Honor Code.”

Academic Integrity: “Students must be responsible for their own work, and students and faculty must take on the responsibility of dealing explicitly with violations. The tenet must be a foundation of our university culture. [See http://oai.gmu.edu/the-mason-honor-code-2/mason-valuesacademic-integrity/].”

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.
Family Educational Rights and Privacy Act (FERPA): The Family Educational Rights and Privacy Act of 1974 (FERPA), also known as the "Buckley Amendment," is a federal law that gives protection to student educational records and provides students with certain rights. [See http://registrar.gmu.edu/privacy].

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.

ArtsBus Credit and Policies: You are responsible for knowing and following Artsbus policies and rules. Please go to the ArtsBus website: http://artsbus.gmu.edu "Student Information" for important information regarding ArtsBus policy. 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* 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.

ArtsBus - Dates for Spring 2018: February 24, March 24, April 14

Visual Voices Lecture Series Spring 2018: 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/
January 24 – Brian Noyes
February 1 – Teresa Jaynes
February 22 – Sharif Bey
March 1 – Juliet Bellow
March 8 – John Henry

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, mixedmedia paintings and reproductions, posters, handmade books, student assignments and proof sheets. More information can be found at soaprint.gmu.edu or 703-993-7203.

Open Studio Hours: SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in session. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studio
Estimated Cost: $100-$200

- Sketch book 9"x12"- 11"x14" 60 sheet minimum
- Bristol Board Drawing Pad 18 x 24"
- X-acto knife or Snap-Blade Retractable Knife
- Scissors
- Pencil Set: Variety of H & B graphite drawing pencils (6B 2B HB 2H)
- Pencil Sharpener
- Charcoal- Variety of compressed (B- 4B) and willow or vine charcoal
- Metal Ruler 12” or larger
- 1 ea PITT Artist Pen Set of 4 Black S, F, M, B OR Speedball Superblack Ink (and brushes)
- Masking Tape or Artists Tape or Painters Tape ½” or 1”.
- Glue- Glues Sticks, such as UHU, or PVA pH Neutral Glue
- Variety of brushes- Minimum Soft synthetic Round and Flat #2-6 and 1 large 1” Flat wash brush AND Palette Knife (Diamond or Teardrop Shape Preferred)
- Acrylic Paint: Titanium White, Ivory Black OR Mars Black, Quinacridone Red OR Alizarin Crimson Permanent, Cadmium Red, Cadmium Yellow, Hansa Yellow OR Lemon Yellow, Cerulean Blue OR Phthalo Blue, Ultramarine Blue OR Cobalt Blue. Optional Earth Tones: Yellow Ochre, Raw Sienna, Burnt Sienna, Raw Umber, Burnt Umber, Viridian Green
  - If you think you are going to be an art major or going to paint after this class, look into Heavy Body grade of acrylic paints. Liquitex Professional Heavy Body, Golden Art Acrylics, Utrecht or Blick Artist’s Colors Acrylic.
  - Otherwise Liquitex Basics Student acrylics Primary Set of 5 could work fine.
  - DO NOT USE Craft Acrylic paints for the color mixing unit (the $1 or $1.99 cheap paints) These have more binders and additives, are typically not lightfast, and will require more coats and make muddier colors for color assignments which means more time and work.
  - Another alternative you may use is color mixing sets with tubes of guauche
- Palette Paper or Flat Palette of some kind (Bright White Paper Plates work great for disposable palettes)
- Access to Camera (Camera Phone, Digital SLR, Point and Shoot)
  Optional
- Portfolio case or Folder (18x24 or larger) for carrying artwork in.
- Alternative Drawing or Painting Materials not listed above

Plaza 3045 Nutley St SW, Fairfax, VA 22031 Pan Am Shopping Center near Vienna metro station), (DC, Bethesda, Rockville, Silver Spring). Has Student discount with ID and Savings Card http://www.Plazaart.com
Dick Blick Art Materials (Downtown Washington, DC) http://www.dickblick.com/
Utrecht (online) http://www.utrechtart.com
Jerry’s Artarama (online) http://www.jerrysartarama.com/
A.C. Moore (Fairfax, Manassas, Falls Church, Ashburn) (Has 15% college student discount with School ID)
Michaels (Fairfax (Pan Am with Plaza), Fair Lakes, Manassas, Gainesville, Dulles, Reston, Sterling, Vienna, Falls Church, Springfield)
Home Depot or Lowes or ACE Hardware (tapes or X-actos if you can’t find at arts and crafts stores)