

2D Design and Color George Mason University Spring 2019

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Course: AVT 104-007 CRN: 18783
Credits: 4 Required Foundation Course
Time: Mondays/Wednesdays 10:30am -1:10pm Jan 22, 2019 – May 15, 2019
Location: SOA Room L003
Instructor: Catherine Cole Email: ccolea@gmu.edu
Office Hours: Mondays 4:45 - 6:45pm in the Adjunct Office (Art and Design Building 2035) and By Appointment
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This syllabus is posted on the SOA website at soa.gmu.edu under academics

Official Course Description: This class 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: Students will be introduced to compositional ideas and the creation of the illusion of pictorial space through lectures, videos, readings and assignments establishing connections to various art historical and contemporary art examples to provide context for each unit. Demonstrations and hands-on projects will introduce and apply a variety of techniques and strategies for creating work, exploring the matters of composition, employing subject matter sourced from direct observation, the imagination, geometry, construction, abstraction, and collage.

Discussions, gallery or museum visits, reflective writing, and individual and group critiques all aim to cultivate students' ability to analyze works of art, design, and visual culture, and reflect their growing understanding of the workings of design on form. Growth spurred by feedback, development of ideas using a sketchbook, projects that stem from introduced ideas and independent experimentation, students begin to build connections between the content, concepts, and context of art and design work and hone their personal visual interests and aesthetic sensibilities.

AVT 104 2D Design and Color is an introductory class focusing on the materials, creative process, and design fundamentals of two dimensional images. AVT 104 is a required prerequisite for AVT majors and fulfills the Mason Core requirement for the Arts.

This class fulfills a Mason Core requirement for the 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.

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.

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

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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. Communicate with me.

Grades and Expectations: Each project will have its own goals and objectives and will be evaluated based on how well those are met or exceeded and returned as soon as possible. Assignments that take longer to complete and require more investigation or development will be weighted twice that of one-day or shorter projects. Overall portfolios and sketchbooks will be graded two times during the semester: at Midterm and at the end of the semester. All projects completed in-class or for homework contained outside of the sketchbook need to be turned in to the completed project folder with your **First and Last Name, class number** (eg. AVT 104-07 Spring 19), the project name and the date..

Please hang on to all sketches and works of art as evidence of effort and experimentation

Assignments are due at given deadlines. If an assignment is late, the grade will drop 1.5 letter grades each day it is late. If you're dissatisfied with your grade for any given assignment, you may redo the assignment and turn in by the end of the semester: the average of the old and improved grade will be your grade for that project.

Final Grades: Overall course grades will be given at midterm and the final or at students request.

70% 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.

15% Sketchbook/Idea Bank Will be graded based on assignments, independent use developing thoughts and collecting images and sources of inspiration

15% Writings: Field Trip/Museum/Gallery Responses, Visual Voices Responses, In-Class Prompts

General Grade Breakdown 0-49 F 50-59 D 60-75 C 75-87 B 88-100 A

A Superior: Exceptional quality and quantity of work. Applies added research to exceed expectations for each project. Displays initiative, original thought, risk-taking, range, extra effort, independent resourcefulness, a willingness to experiment and apply feedback. Positive benefit to class. Demonstrates leadership in class discussions, group activities and critiques. Shows consistent improvement over the semester

B Good-Above Average. Good quality and quantity of work. Completes work according to specs. Applies knowledge to meet technical goals. Assignments complete at levels above average for GMU. Takes initiative in finding solutions. Good overall attitude and good in group work. Shows progress

C Average. Barely meets project requirements and shows evidence of need of encouragement. Work is complete, on time, but uncertain and initiative only apparent at times. Neutral attitude and not a regular positive effective member in group work. Average problem-solving and applied knowledge and ordinary work, neutral or no improvement.

D Below Average, Yet Passing. Barely sufficient effort, minimally acceptable. Incomplete but on time. Poor problem solving, little proof of applied knowledge. Lacking initiative, indifferent attitude, fair cooperation or lacking at other times. No noticeable individual improvement.

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

If you have questions about where your grade stands, please ask. Each project will have its own aims and objectives and will be evaluated based on whether those are met.

Sketchbook: A new sketchbook is required and should be dedicated solely to this class, preferably spiral-bound, 6x8" - 11"x 14" range, to take notes in class, for homework assignments, and for drawing and individual inquiry and artistic research. I encourage you to use it every single day. Sketchbooks will be collected and checked for midterm and finals. Please label each prompt and assignment and I recommend adding dates to your sketches. If you finish the entire sketchbook, pages back-to-front of each page, filled (tiny scribbles in a corner of every page doesn't count!) I'll give you up to 3 points extra credit on your final grade.

Textbook: There is no required textbook in this course. Reading selections and recommendations will be shared in class and posted on Blackboard. There is a list of required materials at the end of this syllabus.

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 –or “feedforward”- from their peers and myself.

Writing: Art Gallery, Museum Visits and Visit Artists

Students are required to attend art exhibits at George Mason University's Fine Arts Gallery and Fenwick Library lobby gallery. These feature visiting artists, faculty and student exhibits. There will be one artist talk essay and one museum response and research paper required for this class. There will be an optional but highly recommended Saturday field trip to the National Gallery in D.C that can be used for the gallery/museum response visual and written assignment.

Studio Classroom Policy

1. Talking and Texting on cell phones is not permitted during the class.
2. Please keep conversations to a minimum on focused on class material
3. Clean up your work area each class
4. Bring your materials to class. Students without materials will be asked to leave.
5. Headphones- are allowed during work time assuming they be kept to a volume that cannot be heard by those around them and will be turned off if conversing with an instructor or during announcements.

University and School of Art Policies

In accordance with George Mason University policy, turn off all beepers, 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 in the studios.

Artsbus - Dates for Spring 2019: February 23, 2019, March 30, 2019, April 13, 2019

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 2019

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, 2019

February 21, 2019

February 28, 2019

March 7, 2019

Important Deadlines:

Mon Jan 21	Martin Luther King Day (no classes)
Tue Jan 22	First day of classes; last day to submit Domicile Reclassification Application; Payment Due Date; full semester waitlists removed
Tue Jan 29	Last day to add classes—all individualized section forms due
Feb 5	Last Day to Drop (with 100% tuition refund)
Feb 6	Drop period begins with a TBD refund percentage
Feb 12	Final Drop Deadline (TBD tuition refund percentage)
February 13 – February 25	Student Self-Withdrawal
Thu Mar 1	Immunization Record Deadline
Mon Feb 18 – Fri Mar 22	Midterm progress reporting period (100-200 level classes)—grades available via Patriot Web
February 26 – March 25	Selective Withdrawal Period (undergraduate students only) (100% tuition liability)
Mon Mar 11 - Sun Mar 17	Spring Break
Fri March 29	Incomplete work from Fall 2018 due to Instructor
Tue April 2	Incomplete grade changes from Fall 2018 due to Registrar
Fri May 3	Dissertation/Thesis Deadline
Mon May 6	Last day of classes
Tue May 7	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.
Wed May 8 – Wed May 15	Exam Period (beginning at 7:30 a.m.)
Fri May 17	Commencement
Sat May 18	Degree Conferral Date Sat May 18

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.

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>].

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 ttraining.gmu.edu to see the schedule of workshops and to sign up.

Model Privacy Policy:

Any photographic recordation of models in class by any media is prohibited. Failure to observe this rule will result in expulsion from the class, a failing grade and disciplinary action at university level.

Class Schedule: This Schedule is subject to change due to inclement weather, visiting artists, field trips or on-campus art-related events, or as best seen fit. Assignments, readings and deadlines may be added, removed, or the order changed. Any changes will be announced during class and posted on Blackboard.

Week	Date	Content
1	01/23W	Introduction and Studio Orientation! Review Syllabus. Discuss Tools and Supplies, expectations and goals of the Semester. Art Talk Assignment handed out Intro Lecture: What is art and design? What are the Elements and Principles Index Card Intros and turn in cards HW: Sketchbooks and purchase supplies (at minimum sketchbook and pencils by next class). Load Card with \$\$\$ for Copies/Scanning Read "The Creative Impulse" pages 4-15 posted on Blackboard Bring in 3-5 Images of Art or Artists you Like and keep in sketchbook.
	01/24 Th	Visual Voices Lecture Margaret Boozer – Strother "Keep a Shovel in your Truck"
2	01/28 M 01/30 W	Discussion of 3-5 Images. Introduction to the Elements and Principles of Art . Discuss Art and Design, the reading, and Form, Format, Composition, Framing . Sketchbook Demo/Discussion. Exercises in-Class. HW: Read Elements and Principles of Art and make your own visual guide to the Elements and Principles of Art
3	02/04 M 02/06	Line . Lecture on Line. In Class Exercises: Blind Contour/Contour Planning Compositions using Thumbnail Sketches. Gesture Drawing. Homework: Contour Line Drawings Read "Line" from <i>Art Fundamentals: Theory and Practice</i> . Ocvirk, Stinson, Wigg, Bone, Cayton.
4	02/11 M 02/13 W	Expressive Line: Line Variation, Value, Texture In Class Drawing exercises HW: Drawing from life with Value and Texture
5	02/18 M 02/20 W	Museum Artist Research Assignment and Paper Introduced Shape Pattern Rhythm Lecture and In Class Printmaking
	02/21 Th	Visual Voices Lecture: Jeremy Boyle – Rev/Fwd
	02/23 S	ARTBUS
6	02/25 M 02/27 W	Shape and Space Lecture: Strategies for Creating Space. HW: Reading Chapter 5: Perspective from <i>The Art of Responsive Drawing</i> by Nathan Goldstein
	02/28 Th	Visual Voices Montri Nuchnang – "Magnificent"
7	03/04 M 03/06 W	Space and Perspective Lecture on Perspective and Drawing in Perspective. HW Reading: Color: A Workshop for Artists and Designers Part 2
	03/07 Th	Visual Voices Dorothy Moss – "Active Presence at the Smithsonian National Portrait Gallery: Reverberations of the Obama Portraits"
	03/11- 03/17	SPRING BREAK!!!
8	03/18 M 03/20 W	Color Lecture: Color Theory and Color Perception Demo and exercises in Color Mixing. Deadline: Artist Lecture Essay 03/20
TBA	03/22 – 03/24	Potential Class Trip/Meeting at the National Gallery of Art sometime this wk
9	03/25 M 03/27 W	Color Lecture: Color, Expression and symbolism Exploring Identity, Color, Symbolism: Self Portraiture
	03/30 S	ARTBUS
10	04/01 M 04/03 W	Color Studio Time. Color Critique . Introduce Collage : Dada, Pop, Mixed Media
11	04/08 M 04/10 W	Collage Demos of Collage and Variety of Mixed Media Techniques
	04/13 S	ARTBUS
12	04/15 M 04/17 W	Collage and Final Project: Narrative and Sequence Introduced
13	04/22 M 04/24 W	Deadline Museum Research Essays Due 04/22 . Studio Time for Final Project . Final Critique and Portfolio Expectations.
14	04/29 M 05/01 W	Studio Time Begin Final Critiques.
	05/06 M	Last Day of Class. Final Critiques. Turn in Final Portfolios.
TBA	05/08 or	05/09 Foundations: BIG CLEAN

Materials List *Materials Italicized are not needed right away and will be announced when needed in class.*

- Spiral/Wire Bound Sketch book 6" x 8" to 11"x14" 50 sheet minimum. [Sketchbook Example](#)
- 1 Mixed Media or Bristol Drawing Pad 14 x 17 or larger. [Bristol Vellum Pad Example](#)
- Tracing Paper Pad or Sheets (8.5x 11 or so- size doesn't matter)
- X-acto knife or Snap-Blade Retractable Knife [X-acto Knife Sample](#) [Olfa Utility Knife Example](#)
- Scissors
- Metal Ruler 15" or larger (up to 24") [Ruler Example](#) [Ruler Example 2](#)
- Pencil Set: Variety of H & B graphite drawing pencils (6B 2B HB 2H) [Graphite Pencils Examples](#)
- Erasers (White Vinyl Eraser like [Staedler Mars Eraser](#), [Grey Kneaded Eraser](#))
- Pencil Sharpener [Pencil Sharpener Example](#) [Trio Sharpener Example](#)
- 1" Painters Tape, Drafting Tape, or Low-Tack Masking Tape
- Spray Fixative [Workable Fixatif example](#)
- Variety of Micron Pens OR PITT Artist Pen Set of 4 Black S, F, M, B) (2-3 various thicknesses) or other acid-free archival black pens (eg. Tombow, Stabilo) [Pitt Artist Pens](#) [Micron Pigma Pens](#)
- Glue- Glues Sticks, such as UHU, or PVA pH Neutral Glue (found near scrapbooking or bookbinding materials) [Glue Stick Example](#) [PVA Glue](#)
- *Variety of brushes- Minimum Soft synthetic Round and a Flat #2-6 and 1 large 1" Flat wash brush*
- Metal Palette Knife (Diamond or Teardrop Shape Preferred). [Diamond Example](#) [Teardrop Example](#)
- **Acrylic Paint or Gouache: 1 of each of a primary (Red or Magenta, Yellow, Blue) white, and black or burnt umber.** 75 ml or 2oz or more
 - **Titanium White, Ivory or Mars Black,**
Quinacridone Red OR Alizarin Crimson Permanent, Cadmium Red or Naphthol Red Light, Cadmium Yellow, Hansa Yellow OR Lemon Yellow, Cerulean Blue OR Pthalo Blue, Ultramarine Blue OR Cobalt Blue
 - *I recommend **Heavy Body** grade of acrylic paints Much more \$ but much better quality*
 - *I DO NOT RECOMMEND Craft Acrylic paints for the color mixing unit (the \$1 or \$1.99 cheap paints in craft stores) These typically have more binders and additives, and will require more coats and make muddier, darker, duller colors which means more time, work, and frustration*
 - *Some Paint Sets, ranging from \$25-\$45: [Liquitex Acrylic Basic Colors](#); [Liquitex Heavy Body Mixing 6 Primary Color ; Set](#), [Winsor Newton Galeria Acrylic 6 tube set](#), [Golden Heavy Body Principle 6](#) [Golden Heavy Body Introductory 6 Set](#)*
If getting gouache, start with one but you may need to purchase more white/black [Talens Gouache Set of 5](#), [Designers Gouache Primary Set](#)
- *Palette Paper or Flat Palette of some kind (Plain Bright White Paper Plates work great for disposable palettes, too!) [Paper Palette Example](#) If you want something reusable: [Flat Palette Example](#)*
 - *If you choose to use gouache, you can get a palette that has small trays*
- Access to Camera of some kind (A Camera Phone is just fine for this class, DSLR, Point and Shoot)
- Access to a Color Printer. Add money (~\$5) to your Mason ID for copying and printing for this class To Download Print Drivers for Phone/Computer: Print at Print Hubs <https://printandmail.gmu.edu/>

Optional:

- Recommended: Pencil Case or Art Case, fish tackle box, a case to carry and protect your supplies
- Portfolio case or Folder (16x20 or larger) for carrying artwork in (or two posterboards taped together)
- Other Drawing or Painting Materials not listed above, eg. earth tones, metallic or neons paint; charcoal
- Double Sided Tape or Spray Adhesive
- [Color Wheel](#) [Color Wheel Example](#)
- *Mediums for Acrylic Paint (Eg. Matte Medium, Gloss Medium, Extender/Retarder)*

Plaza Art 3045 Nutley St SW, Fairfax, VA 22031 Pan Am Shopping Center near Vienna metro station),

Has Student discount with ID and Savings Card <http://www.plazaart.com>

Dick Blick Art Materials (Downtown Washington, DC) <http://www.dickblick.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)

Jerry's Artarama (online) <http://www.jerrysartarama.com/>

**Please!* Use coupons wherever possible. Arts and Crafts stores typically have high mark-ups on materials. If costs are a concern, talk to me if you want to space out your shopping using coupons. Or consider arranging sharing supplies with other students in the classroom (eg. Paint or pencil sharpener or palette paper)