

Design 1 Syllabus

ART 107 EJ Fall 2015
Wednesday 4:00pm-7:45pm

Martin Seay
Office location: OH33
email: marty@martinsaintmartin.com
Office hours: Friday 11am-12
Office hour policy: First come, first served
or by appointment

Catalog Description:

An introduction to the vocabulary and elements of two dimensional design including line, shape, texture, color and typography. Students learn basic design elements and media and master manual dexterity and “craft” through hands-on practice completing drawing, painting, and multimedia projects. Students work with a variety of media in a studio setting, employing fundamental design principles to create successful two-dimensional designs as well as participating in collective and individual critiques and working cooperatively on group design projects.

2 lecture hours, 2 lab hours, 3 credits.

Relationship to Programs:

This course may be applicable to several programs. Consult your advisor and refer to the SUNY Orange catalog which contains additional information relating to this course and to your program to ensure that this course is applicable to your chosen program of study.

Student Learning Outcomes:

A student who successfully completes this course can :

- **Create** outstanding, professional, 2-dimensional designs
- **Understand** and use the principles of design, including: Color • Contrast • Scale • Repetition • Layering
- **Communicate** using the vocabulary of design as a professional.
- **Develop** elegant solutions for the effective visual communication of information.
- **Work** effectively as part of a team in creating, discussing and developing effective design.

Design 1 Syllabus

ART 107 EJ Fall 2015
Wednesday 4:00pm-7:45pm

Chronology of Study:

Class	Date	Course material
<i>Note: This chronology is a proposed model. It may be necessary to deviate from it to achieve course objectives.</i>		
1	9/2	Design defined: Good and bad design
2	9/9	Design Process: Form and Function, Form and Content
3	9/16	Design Process: Thinking with Materials
4	9/23	Design Process: Visual Problem-solving
9/23: Project 1 due		
5	9/30	Showing 3-dimensional relationships in 2 dimensions
6	10/7	Vanishing point perspective
7	10/14	Isometric perspective
8	10/21	Scales and measurement, relative sizes
10/21: Project 2 due		
9	10/28	Harmony, Visual Unity
10	11/4	Emphasis and focal point
11	11/11	Scale and proportion
11/11: Project 3 due		
12	11/18	Line, shape and volume
	11/25	Thanksgiving Recess
13	12/2	Unity, Harmony and Balance
14	12/9	Building complexity
12/9: Project 4 due		
15:	12/16:	Final exam (notebooks)

Design 1 Syllabus

ART 107 EJ Fall 2015
Wednesday 4:00pm-7:45pm

Types of Assignments:

Notebook/Textbook: During the course, students build their own textbook, creating 8 1/2" x 11" white pages with their own drawings and writing. Each page should illustrate and explain a key concept or process. At the end of the semester, these notebook/textbook pages are combined in a 3-ring binder and presented to be graded.

These notebook/textbooks **take the place of a final exam.**

Following completion of this class, the notebook/textbooks are returned, and become a valuable working tool that each student will use for the rest of his or her career.



Project 1: Signage for the 20XX Olympics.

We live in an increasingly multi-cultural, multi-lingual world. Olympic signage, for example, must function regardless of the language spoken by athletes from many different countries and cultures.

Clear, unambiguous visual design, based on universal human characteristics of vision and perception, communicates across these barriers of culture and language.

Photography won't work, because it communicates too much information.

For example, you can't label "this way to the bicycle racing" with a photograph of a man riding a bicycle, because many people will think that the sign means "Men's bicycle racing" and that the women's bicycle races are somewhere else.

If you try to use a picture of both a man and a woman riding bicycles, people will be confused.

Does the sign mean "Mixed doubles bicycle racing?"

Typography won't work. Even if you could find out the word for "bicycle" in 127 different languages and alphabets, you'd never be able to fit all the words on a sign that people could read from a distance.

Use what you've learned in this class to create clear, unambiguous, universal signage for the 20XX Olympics.

Otl Aicher's remarkable signage for the 1972 Munich Olympics is a masterpiece of design, using gestalt, repetition, shape, geometry, and "less is more."

Design 1 Syllabus

ART 107 EJ Fall 2015
Wednesday 4:00pm-7:45pm

Project 2: American Roadside Art & Vanishing Point Perspective

Vanishing point perspective creates the illusion of 3-d space on a flat, 2-D surface such as a canvas or computer screen.



An effective designer masters vanishing point perspective and typography.

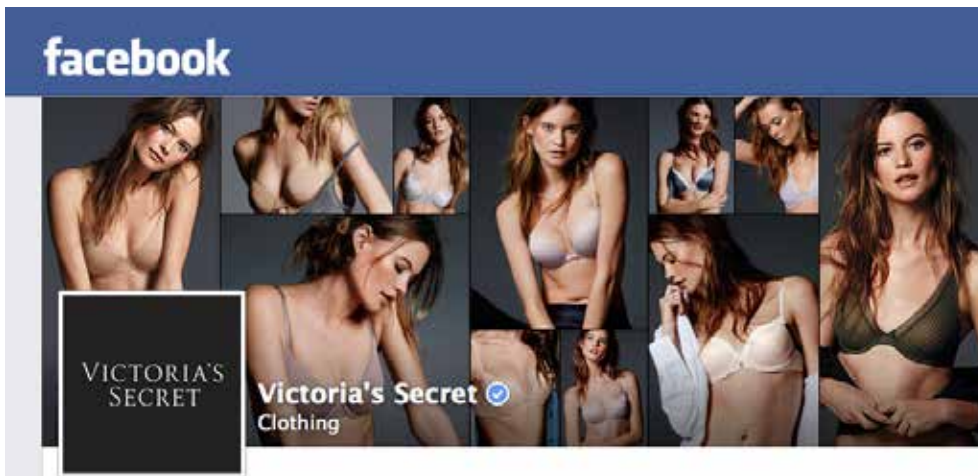
You're going to create a pen-and-ink and watercolor (or magic marker) painting of roadside signage near Middletown, presenting a spectacular example of your understanding of both typography and perspective.

Richard Estes,
Supreme Hardware,
43" x 64" , acrylic on canvas

Project 3: Effective Facebook Sites for Museums & Local Business.

Effective design for Facebook is universal, ubiquitous and highly demanding.. A facebook cover is 851 pixels x 315 pixels – and the designer must create an instant identity and defining "first impression" in this tiny space by brilliant use of color, imagery and typography.

Facebook is "doing more with less" at its highest level.



Victoria's Secret
FaceBook Cover
Page 8.26.14

Excellent use of Visual rhythm, repetition, order, balance, harmony, light and shadow and color.,

Design 1 Syllabus

ART 107 EJ Fall 2015
Wednesday 4:00pm-7:45pm

Project 4: Use what you've learned.

Create a really effective work in the style and medium of your choice, using concepts you've learned in this class. Write a one-page essay describing what you've learned and used.

For example, a photographer might use the concepts of overlap, scale, repetition, order, symmetry and harmony learned in this course to create a series of outstanding new photographs.

A painter might use the concepts of perspective, color, overlap, harmony and scale to create a spectacular landscape or self-portrait.



A designer might create 4 outstanding covers for his or her Facebook page.

Here's one of mine, my Facebook Cover as of 8.27.14

I've used contrast, visual rhythm, texture, asymmetrical balance, color and light and harmony.

Grading System:

Project #1	20% of grade
Project #2	20% of grade
Project #3	20% of grade
Project #4	20% of grade
Notebook/Textbook	20% of grade

Late projects:

Project grades are **reduced by 10pts for every week late**; an "A" project becomes a "B" if it's delivered a week late, and a "C" if it's 2 weeks late.

Grading Scale:

A 93-100	A- 90-92	B+ 87-89	B 83-86	B- 80-82		
C+ 77-79	C 73-76	C- 70-72	D+ 67-69	D 63-66	D- 60-62	F -59

Design 1 Syllabus

ART 107 EJ Fall 2015
Wednesday 4:00pm-7:45pm

Important note: Although we will be using the Macintosh Computers in the Visual Communications Lab and Adobe Illustrator® as instructional aids during this class, projects and notebooks do not have to be produced in Adobe Illustrator or on a Mac.

Projects may be completed using any software and any computer, or DRAWN BY HAND, (neatly and professionally) without effect on your grade.

Notebooks may be completed using any software and any computer. For example, you could type up your notes in MicroSoft Word and neatly glue hand-drawn illustrations onto the pages, and still receive an "A."

Instructional materials: see page 8

Attendance Policy:

One unexcused absence has no effect on grades. A student's semester grade will be reduced by five points for each additional unexcused absence. Absences may be excused by: illness, with dated doctor's letter or Hospital Emergency Room forms; car trouble with dated mechanic's receipt, or for religious reasons by prior notification of the instructor.

Instructor Withdrawal Policy:

Withdrawal may affect financial aid or health insurance coverage.
The last day for Student Withdrawal is Friday November 8.

The last day for Instructor Withdrawal is Monday November 30. Students desiring Instructor Withdrawal must make a formal request to the instructor in person, by e-mail or by writing prior to this date. No withdrawals can be made after November 30.

Academic Support:

A first step is to meet with your instructor to discuss your progress in the course and options for academic support. Some examples of academic support include: course Angel shells, online resources recommended by the instructor/department, working with the instructor or in labs, study groups, scheduled tutoring sessions, etc. Here is a link to the SUNY Orange Academic Support website: <http://www.sunyorange.edu/las/index.shtml>

Tutoring may be available through the Tutorial Center in the Learning Resources Center. (Referral form and fee required). Assistance with writing and research skills can be obtained in the Writing Center and the L.R.C. Open computer labs are available on campus including the Learning Resource Center and the Student Advising Center in the College Commons. Consult College Catalog for additional support services.

Scheduled tutoring sessions are available in our Tutorial/Learning Centers : Middletown: Tutorial Center, 2 Floor, Library and in Newburgh: Learning Center, 2nd Floor, Kaplan Hall.

Religious Observance:

Students may be absent due to religious observance without penalty. You should inform me, prior to your absence, when you anticipate an absence for religious observance so that we can make arrangements for make-up examinations or other work.

Design 1 Syllabus

ART 107 EJ Fall 2015
Wednesday 4:00pm-7:45pm

Americans With Disabilities Act (ADA)

SUNY Orange is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance in this course and require accommodations, you must first register with the Office of Accessibility Services.

Accessibility Services is responsible for coordinating classroom accommodations and other services for students with disabilities. Please note that classroom accommodations cannot be provided prior to your instructor's receipt of an Accommodations Notice, signed by the Office of Accessibility Services. You can reach the Office of Accessibility Services at the Middletown Campus at (845) 341-4077 and at the Newburgh Campus at (845) 341-9034 or by email at accessibilityservices@sunyorange.edu.

Cell Phone Usage Policy

Talking or texting on phones during class or exam sessions is prohibited. Use of phones or tablets to take photos or notes is encouraged.

Academic Dishonesty:

Academic dishonesty will not be tolerated. Per academic policies and the College's Code of Student Conduct, academic dishonesty includes but is not limited to:

(a) cheating, including cybercheating; (b) fabrication; (c) facilitating academic dishonesty; (d) plagiarism, including Internet plagiarism; (e) forgery; (f) bribery; or (g) multiple submission (submitting the same assignment to more than one instructor without the permission of the instructors).

In this course, the first offense will result in your semester grade being reduced by 20 points. Second offense will result in an additional 30-point reduction of your semester grade. You will receive an "F".

In addition, any instance of academic dishonesty may result in the referral to the Vice President for Student Services for appropriate disciplinary action pursuant to the College's Code of Student Conduct.

Academic Policies & Procedures:

Students who have concerns about their academic performance in a course should consult with their instructor, according to Academic Policies & Procedures which can be found in the Student Handbook: [http:// www.sunyorange.edu/studentactivities/publications.shtml](http://www.sunyorange.edu/studentactivities/publications.shtml).

Help Desk Information:

If you need help using Angel, then you may contact SUNY Learning Network at (800) 875-6269 or by email at helpdesk@suny.sln.edu. For problems logging on to Angel, you may also contact the SUNY Orange help desk at helpdesk@sunyorange.edu or by phone: (845) 341-4749 or (845) 341-4735.

Faculty retain the right to make changes to syllabi. In the event that changes are needed, they will be announced by the instructor

Design 1 Syllabus

ART 107 EJ Fall 2015
Wednesday 4:00pm-7:45pm



Materials List:

To learn about design most effectively, you must produce clean and precise artwork. Many of the key concepts in this course are subtle, and require precise production to be visible.

Two (2) USB Flash Drives, at least 4 GB, such as the SanDisk Cruzer Glide 8GB USB 2.0 USB Flash Drive, available from staples for \$8.99 each. Be sure to back up your class work on the 2nd USB drive.

A Professional Pencil 2mm mechanical, such as the Staedtler Mars Technico, available at Staples for \$9.95

A Professional Pen 0.7mm gel with metal tip, such as the Pentel® EnerGel® Alloy Retractable Gel Pen, Silver Barrel, Medium Point, Black, \$8.99 at Staples

A Professional Eraser that won't smudge your pen lines when you erase your pencil lines, such as the Staedtler Mars Plastic Eraser.

3-ring Notebook such as Staples Inkjet "View Binder"

