

# ART 132-70

## Two-Dimensional Design

Fall 2007  
FPAC 154  
MW 6:00pm – 8:50pm

**Instructor:** C.W. “Skip” Ward  
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**Office Hours:** MW 5:00pm – 6:00pm or by appointment

### I. Purpose

The principals and elements of two-dimensional design are the foundation for a student’s artistic development. An understanding of two-dimensional design theory is critical to a student’s ability to create artworks, analyze and evaluate artworks, and engage in artistic discussion.

### II. Course Objectives:

- Method  
The content of this course will be taught in a combination of direct content instruction; project based practical application, and critical evaluation. The direct content instruction portion of this class will introduce students to terminology, principals and elements of two-dimensional design, and theories of application. The knowledge and theories learned through the direct instruction portion of this course will then be applied through a series of projects designed to allow each student to develop an individual understanding of two-dimensional design theory. These projects will then be evaluated by the students through a series of group and individual critiques designed to develop each student’s ability to analyze and evaluate through a two-dimensional theoretical framework.
- Learning Objectives  
*By the end of this course, students will:*
  - Have a working understanding of two-dimensional design theory and terminology. Including, but not limited to: composition, perspective, balance, positive and negative space, color theory, space, scale and size, light, line, shape, form and content, and movement.
  - Be able to practically apply the principles and elements of two-dimensional design.
  - Be able to analyze and critically evaluate works of art using their knowledge of two-dimensional design theory.

### III. Course Materials

- Suggested text:  
Martinez, Benjamin, and Jacqueline Block. Visual Forces. 2nd ed. Upper Saddle River, NJ: Prentice-Hall, 1995.
- Additional course readings will be provided in handouts throughout the semester.
- A variety of additional materials will also be required for this course. See *Section VIII. Course Materials List* attached to this syllabus for a detailed list of required materials and additional policies regarding course materials.

### IV. Expectations of Students/Course Policies

- Accommodations for students with disabilities:

*Western Carolina University is committed to providing equal educational opportunities for students with documented disabilities. Students who require disability services or reasonable accommodations must identify themselves as having a disability and provide current diagnostic documentation to Disability Services. All information is confidential. Please contact Kimberly Marcus for more information. Phone: (828) 227-7234; E-mail: kmarcus@email.wcu.edu.*

- **Academic Integrity:**  
You are encouraged to share ideas, discuss, and work together with your classmates in such a way as to further your individual and collective understanding and proficiency of the concepts and skills presented in this course. However, each of you are expected to submit original, independent work and adhere to the policies set forth in the University Catalog and Student Handbook. Academic dishonesty of any kind is not acceptable. Be sure to cite all work and ideas that are not your own and reference all citations. See the University Writing Center website for information regarding plagiarism. *Failure to comply with the University policy on academic integrity can result in a zero for the specific assignment, a failing grade for the course, University disciplinary action or any combination thereof.*
- **Attendance Policy**
  - All students are expected to be in class on time, no exceptions.
  - Each student is allowed a maximum of 3 unexcused absences. Every unexcused absence past 3 absences will lower the student's final grade by one letter grade.
  - A student who reaches 5 unexcused absences will be asked to withdraw from the class.
  - Any student late to class by more than 5 minutes, according to the classroom clock, without a valid excuse will be considered tardy.
  - Being tardy 4 times will equal 1 unexcused absence.
- **Late Assignments Policy**
  - All assignments will be expected to be completed on their individually assigned due dates.
  - For every business day that an assignment is late, the grade for that assignment will be reduced by 10 points.
  - Should a student feel that they will be unable to complete an assignment by its prescribed due date, that student should contact the instructor in class or via phone **no less than 3 days** prior to the date the assignment is due and request to discuss with the instructor the possibility of an extension.
  - Requests for an assignment extension via e-mail will be ignored.
  - Requests for extensions, without proof of extremely extenuating circumstances, made in less than 3 days prior to an assignments due date **will be denied.**
- **Extra Credit Assignments**
  - Students may request to do additional assignments to improve their grade.
  - All extra credit assignments must be discussed with and approved by the instructor before the student begins the assignment.
  - Each extra credit assignment will be developed individually for each student who requests one and designed to meet that student's learning needs.
  - No more than 4 extra credit assignments will be allowed per student.
- **Expectations for Participation**
  - Every student is expected to participate in all assignments, discussions, and critiques.
  - Participation is critical to the nature of this class and as such will be graded.
- **Classroom Behavior**
  - Every student attending this class will be considered an adult. As such, every student will be expected to behave in a courteous and respectful manner.
  - Failure to behave in a courteous and respectful manner will result in the offending student being asked to withdraw from the class.
  - You are expected to **clean up after yourself.** Cleaning up after yourself is considered part of in-class assignments and projects. Failure to do so may affect your Assignments/Participation grade.
  - ALL CELL PHONES AND COMMUNICATION DEVICES ARE TO BE TURNED OFF PRIOR TO ENTERING THE CLASSROOM!** Use of cellular phones and communication devices during class time will result in the offending student being asked to leave the class for the day and result in 1 unexcused absence.
  - **Ipods, MP3 Players, CD Players, etc...** are only allowed to be used by students **ONLY** while working on projects. Should the instructor begin talking to the student or the class as a whole, any student utilizing one the aforementioned devices should stop the device and remove any headphones or earphones. Failure to do so will result in the offending student being asked to leave the class for the day and result in 1 unexcused absence.

## V. Grading

The grading procedure for this class is as follows:

|                                  | Point Value | Percentage of Grade |
|----------------------------------|-------------|---------------------|
| <b>Portfolio</b>                 | 100         | 25%                 |
| <b>Exam</b>                      | 100         | 25%                 |
| <b>Assignments/Participation</b> | 100         | 25%                 |
| <b>Final Project</b>             | 100         | 25%                 |

- **Portfolio**
  - What is it?  
The portfolio consists tentatively of a total of 4 assignments. These assignments will be announced as portfolio assignments.
  - How is it graded?  
Portfolios will be graded at 4 points throughout the semester. Assessment for each portfolio assignment will be based on the following: how well the student illustrates their understanding of the concepts behind the assignment, creativity, effort, and technique.
- **Exam**
  - What is it?  
The exam will cover all of the terminology and concepts covered in this class.
  - How is it graded?  
The exam will have multiple sections. Each section will list the point values for the corresponding questions.
- **Assignments/Participation**
  - What is it?  
Participation consists of 2 elements: All non-portfolio assignments, participation in class discussions and critiques.
  - How is it graded?  
Assignments/Participation will be graded through an assessment of the level of student thought/imagination, progress, and involvement.
- **Final Project**
  - What is it?  
The final project consists of 3 parts: a single artwork, a paper, and critique. The purpose of the final project is for the student to illustrate a complete working knowledge of two-dimensional design theory.
    - The Artwork  
The artwork for the final project will be developed and decided by the student in a medium of the students choosing and will illustrate a number of principles and elements of two-dimensional design theory.
    - The Paper  
The paper will be a 1½ to 2 page paper that discusses the artwork and explains why the student made the design choices that they did.
    - The Critique  
The critique for the final project will take place during the time scheduled for this class's final exam. During the critique students will discuss and evaluate each others final projects.
  - How is it graded?  
Each section of the final project will be assigned a point value. Students will be assessed on a variety of factors. A handout detailing the specific grading procedure for the final project will be provided when the final project is assigned.

## VIII. Course Materials List

- Materials Policy  
**Every Student** will be expected and is responsible for having the materials for each assignment. Failure to have the required materials for an assignment will impact the grade of that assignment.
- Materials List
  - **11 x 14 Bristol Board Pad**
  - **11 x 14 Sketch Pad**
  - **Pencil Set containing at least 8B through 2H** (The bookstore has a Staedler Sketch/Drawing Set)
  - **Black Prismacolor Marker**
  - **Large Compass** (If you get this item from the bookstore get either the Helix or the Staedler Geomaster. I recommend the Rotring Quick Set 7 in. Compass, misterart.com item #5804553. It is expensive but you will never need another compass)
  - **X-Acto Knife**
  - **Disposable black technical pens** (The Bookstore has a set of Prismacolor Technical Pens ranging from 005 to 08)
  - **Paint – Gouache** (The bookstore has a set of 18 colors that will suffice)
    - **Primary colors (Red, Yellow, and Blue)**
    - **Black & White**
  - **Erasers – white plastic or pink pearl** (I recommend Magic Rub)
  - **Variety Set of Brushes** (Soft Grip Super Value Pack at the bookstore is ideal)
  - **Stick Glue**
  - **Circle Template**
  - **Scissors**
  - **Stick Glue or White Glue**
  - **Black Construction Paper**
  - **3-Ring Binder with Notepaper**
  - **USB Thumbdrive** (Minimum 256MB)
  - **Metal Straight Edge** (The bookstore carries a Staedler one of these in the drafting & art supply section)
  - **45°/90° Traingle** (Next to the drafting supplies in the bookstore)
  - **Small Cheap Calculator**

**If you do not have one you will need to either buy or borrow a digital camera later in the semester. Doesn't have to be anything fantastic, 2 mega pixels will do.**

All of these items may be found at the university bookstore. The prices at the bookstore are competitive and fair and I strongly recommend you visit the bookstore and check there prices before paying for shipping from and internet or catalog source.

**I also strongly recommend something to carry all of this in.** Tackle boxes, Artbins, and makeup cases make great portable storage for art supplies.

There will be other material you may need to acquire pending each of the individual portfolio projects.

**ART 493-01**  
**Special Topics: Art Production for Film Promotion**  
**(Promo Film Production)**

Spring 2008

FPAC 248

Tuesday & Thursday 6:00pm – 8:50pm

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**I. Purpose**

Through cooperation with the Department of Stage and Screen, students registered for this course will be afforded an opportunity to work in a real designer/client relationship with a filmmaker. An overview and exercises in the development of promotional materials for film will prepare students for engaging in the production of press kits, posters, DVD packaging, production stills, promotional cards, and websites. Students will be required to visit the production as part of the design process.

**II. Course Objectives:**

- Method  
The content of this course will be taught in a combination of content discussion; exercises designed to prepare the student for the production of promotional materials, critical evaluation, and direct client/designer interaction for the development of materials required by the client. Content discussion will revolve around investigation of existing promotional materials and how these materials work or don't work as effective designs. Exercises in the development of promotional material will help students prepare for the development of materials to meet their clients needs. Critical evaluation throughout every phase of production will aid the student in the design process and help insure the client receives the highest quality work the student has to offer. Direct interaction with a real client and designing to meet the client's aesthetic is the central theme of this course.
  
- Learning Objectives  
*By the end of this course, students will:*
  - Have a complete understanding of how to work with a client and design to the clients individual aesthetic.
  - Be able to synthesize their own aesthetic with that of their client to produce a promotional package that both will be satisfied with.
  - Be able to analyze and critically evaluate promotional materials to determine what is effective and might best suit their client's needs.

**III. Course Materials**

- A high quality digital camera will be required.
- Some type of storage media (i.e. 4G flash drive, portable hard drive, etc.).
- Course readings will be provided in handouts throughout the semester.

**IV. Expectations of Students/Course Policies**

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- **Attendance Policy**
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  - Each student is allowed a maximum of 3 unexcused absences. Every unexcused absence past 3 absences will lower the student's final grade by one letter grade.
  - A student who reaches 5 unexcused absences will be asked to withdraw from the class.
  - Any student who is late to class by more than 5 minutes, according to the classroom clock, without a valid excuse will be considered tardy.
  - Being tardy 4 times will equal 1 unexcused absence.
  
- **Late Assignments Policy**
  - All assignments must be provided on time with no excuses. **NO EXTENSIONS WILL BE ALLOWED.**
  - The nature of this course intermingles students in this course with thesis film students. Deadlines for the production of materials will be based on the needs of the thesis filmmakers. Students in the course should take into consideration that it is not only their own grades that may be impacted but those of the filmmakers as well.
  
- **Expectations for Participation**
  - Every student is expected to participate in all assignments, discussions, and critiques. **NO EXCEPTIONS.**
  - Participation is critical to the nature of this class and as such will be graded.
  
- **Classroom Behavior**
  - Every student attending this class is considered an adult. As such, every student will be expected to behave in a courteous and respectful manner.
  - Failure to behave in a courteous and respectful manner will result in the offending student being asked to withdraw from the class.
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## V. Grading

The grading procedure for this class is as follows:

|                                  | Point Value | Percentage of Grade |
|----------------------------------|-------------|---------------------|
| <b>Exercises</b>                 | 100         | 25%                 |
| <b>Participation/Assignments</b> | 100         | 25%                 |
| <b>The Promotional Package</b>   | 200         | 50%                 |

- **Exercises**
  - What is it?  
During the first portion of the semester a series of exercises will be assigned to provide students with practice in the development of the promotional package.
  - How is it graded?  
Each exercise will be assigned a given point value. The number of points earned will be determined by a combination of the instructor and peer evaluation.
  
- **Participation/Assignments**
  - What is it?  
Participation is the student's level of involvement in class discussion. Assignments are a variety of out of class homework assignments designed to further the students understanding of course related material.
  - How is it graded?  
Assignments/Participation will be graded through an assessment of the level of student thought/imagination, progress, and involvement.
  
- **The Promotional Package**
  - What is it?  
The Promotional Package is the purpose of this course. The student will engage in a designer/client relationship with a filmmaker and produce the promotional material required by that filmmaker. The Promotional Package includes, but may not be limited to:
    - **One Press Kit**  
There are a variety of materials that may be included in a press kit. For the purposes of this class the primary components for the press kit being developed are:
      - Pressbooklet  
A two to four page, depending upon the needs of the filmmaker, booklet that gives a complete background of the movie, cast, crew, and any interesting information that could be used in press releases. Pictures and/or production stills may also be included.
      - Production Stills  
Black and white pictures of the cast or crew in certain scenes with full credit information on the bottom.
      - One-Sheet (Poster)  
A One-Sheet is a movie poster measuring 27"x40"
      - Premiums  
Premiums may be hats, t-shirts, cards, stickers, etc... For the purposes of this course a 4" x 6" promotional card design is required. This card design should be capable of functioning as a mailer.
    - **DVD Packaging**  
The DVD packaging includes designs for box cover and disc label.
    - **Website**  
A small (one to three page) website containing the information from the presskit.
  - How is it graded?  
Due to the subjective nature of the coursework, grades for the final project will be determined by a combination of instructor review, client satisfaction interview and survey, and peer review.

