

# Virginia Western Community College

## ART 131

### Design I

#### Prerequisites

None

#### Course Description

Explores the concepts of two- and three-dimensional design and color. May include field trips as required. Part I of II.

**Semester Credits: 3**

**Lecture Hours: 1-2**

**Studio Hours: 4**

#### Required Materials

##### **Textbook:**

Launching the Imagination, 6th Edition, Stewart. McGraw-Hill Publishing, ISBN: 978-1-259-60363-1.

This book is **required** and will be used for Design Art 131 I and Art 132 Design II.

##### **Other Required Materials:**

- Notebook for taking notes
- 2B, 4B, 6B (soft) pencils
- Magic rub
- Kneaded erasers
- 18" stainless steel metal ruler
- 14" X 17" (buy 2 pads) Bristol board 300 series vellum
- 12" X 18" black & gray construction paper - gray scale pad
- X-acto knife or utility knife
- Scissors
- Rubber cement with brush attached to lid

- Glue stick or craft glue
- Brushes:
  - Square ended (flat) soft synthetic brush 1/2", 1"
  - Round soft synthetic brushes (various sizes) #2, #6
- Palette with compartments
- Clean container for water
- Paper towels
- Tackle box for carrying materials
- **Winsor & Newton Designers Gouache** .47 fl. oz. tubes: ivory black, permanent white
- Black markers & Micron pens (various sizes)

## Course Outcomes

**At the completion of this course, the student should be able to:**

- Design different basic multimedia products using industry standard software as a tool
- Demonstrate skills to proceed to the next level of multimedia design
- Converse in the language of multimedia design and develop a technical vocabulary
- Apply aesthetics based on fundamental design principles to multimedia works

## Topical Description

All Projects include an emphasis on conceptualization thumbnails and presentation

1	<p><b>Project # 1 Line Coloring Book Pages</b></p> <p>Students design a coloring book page that reduces a more complicated image (drawing, design, photo) into a line drawing. The pages can then be copied and bound into a book and used as an introduction to the value project.</p>
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2	<p><b>Project # 2 Shape Decorative Border or Calligraphic Stroke Cut-Out</b> Students are provided a selection of ornate borders or calligraphic strokes. The elements of these patterns are enlarged and recreated with construction paper and Bristol board. Working with black shapes on a white background to create a composition that explores both paste-up skills and negative space.</p>
3	<p><b>Project # 3 Construction Paper Collage</b> The instructor can choose the source material (it can be another artist's work or a design by the student his/herself), but the student must convert a pre-existing line drawing or painting containing a variety of shapes and lines into a black and white collage using at least five values of grays.</p>
4	<p><b>Project # 4 Gouache Value Scale</b> The student will paint 13 value swatches ranging from 100% white to 100% black. Each swatch must be consistent and smooth. Each swatch is then cut into a 2" X 2" square. The 13 swatches are then mounted in a transitional line on 10" X 30" sheet of white Bristol board.</p>
5	<p><b>Project # 5 Gouache Painting of a Masterwork</b> The student can choose a color painting, print or collage by Matisse, Hokusai, or Lichtenstein. The student must decide how the painting will best fit on a 15" X 20" sheet of black presentation board while allowing a 1.5" to 2" border at its widest point (piece may be either vertical or horizontal). The student then recreates the painting at that size converting the color relations into black and white value relations (eventually the students can be told that making a black and white scan or photocopy will help, but see if they can figure this out on their own).</p>
6	<p><b>Project # 6 Gridded and Textured Self-Portrait</b> Students must have a photograph of themselves enlarged to 11" X 14" photocopy. The photo is to be gridded off into .5" squares (22 horizontally labeled A-V, 28 vertically labeled 1-28). The student then creates the same grid on a 14" X 17" sheet of black Canson paper and transfers the drawing one square at a time using gouache and other white media (china marker, gel pen, Prismacolor pencil, etc.). The finished piece is then mounted on 15" X 20" black presentation board.</p>
7	<p><b>Project # 7 Personal Symbol</b> Students will complete up to three 10" X 10" design/drawings in black and white ink and/or gouache on Bristol board. One is a tattoo, one is a montage of people, places, and things that are important to them, and one is a corporate style logo. All require research into the tradition of the design, copies, thumb nailing, and a written explanation of their design process.</p>
8	<p><b>Project # 8 Visual Definitions</b> Students are presented with three words (Aggressive, Timid, Balance, etc.). They must visually define these words first nonobjective, and then using only the letters of the words as visual elements rather than words.</p>

9	<p><b>Project # 9 Warning Signs</b> Students must rethink the traditional skull and crossbones (which the New York Times has declared “no longer scary”) and produce new symbols to define the words poison, corrosive, and danger. The designs should be black ink/gouache on white Bristol board and measure 8” X 8”.</p>
10	<p><b>Project # 10 3-D Mobile</b> Students research Alexander Calder. Students choose their own subject and then design their own mobile (there is not a specific size, but mobiles cannot be tiny). Mobiles must balance and move properly and must be made using construction paper, gouache, glue, Bristol board and foam core (students cannot use manufactured shapes and pieces). Students are responsible for designing the hanging device as well as they will be hung for presentation during class critique.</p>
11	<p><b>Project # 11 Mobile Box</b> Find and/or make a box that will contain your mobile and design decorative patterns that express something about the contents. Apply this decoration to the box and place the mobile inside for presentation.</p>

## Notes to Instructors

[ADA Statement \(PDF\)](#)

[Title IX Statement \(PDF\)](#)