Course Outline

Course Title:	Design I		
Course Number:	ARTS960	**Approval Date:**	2018/8/27
Course Hours:	45 hours	**Academic Year:**	2018
Academic School:	Haliburton School of Art + Design		

Faculty:	Rose Pearson - rose.pearson@flemingcollege.ca
	Darlene Bolahood - darlene.bolahood@flemingcollege.ca
Program Co-ordinator or Equivalent:	Rose Pearson - rose.pearson@flemingcollege.ca
Dean (or Chair):	Sandra Dupret - sandra.dupret@flemingcollege.ca

Course Description

Effective works of art engage the viewer on sensory, emotional, and intellectual levels. Through an understanding of the principles and elements of design in the development of the art object, the student is better able to reflect on both their own work and that of others. This understanding affords insight into the way that certain aspects of a visual experience can stimulate responses in the audience. Students will realize the basic elements and principles of two-dimensional design through a variety of applied exercises using paint and collage in conjunction with examples from design history. Through research, discussion, critical thinking, and design projects, students begin to recognize and understand the powerful implications of different design solutions.

Prerequisites: None.

Corequisites: None.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Use key design terms and vocabulary accurately.
2. Evaluate the application of the principles and elements of design in a wider range of artwork.
3. Experiment with varied applications of the elements and principles to change the visual form and content of 2D works.

4. Use basic paint media to demonstrate the properties and systems of colour as an element in design solutions.
5. Analyze the characteristics of the major style movements through research and presentation.
6. Compose works of specific attributes with regard to focal point(s), spatial depth, subject, and visual narrative appropriate to the frame of reference in compositional studies.
7. Use a variety of visual arts materials and tools using best practices for safety and respectful conservation of studio materials and facilities.

Learning Resources

Required Text: Zelanski and Fisher, The Art of Seeing, 8th edition. Paramus, USA: Prentice Hall, 2001.
McCloud, Scott. Understanding Comics, Paradox Press, 2003.

Assessment Summary

Assessment Task	Percentage
Applied Learning	100%

Student Success: Policies and Procedures

Mutually, faculty and learners will support and adhere to college Academic Regulations, and Student Rights and Responsibilities. The following policies and guidelines have been developed to support the learning process.

Please click on the link for information about:

- Academic Integrity (2-201A)
  (https://department.flemingcollege.ca/hr/attachment/7750/download)
- Accessibility for Persons with Disabilities (3-341)
  (https://department.flemingcollege.ca/hr/attachment/5619/download)
- Grading and Academic Standing (2-201C)
  (https://department.flemingcollege.ca/hr/attachment/7752/download)
- Guidelines for Professional Practice: Students and Faculty
  (https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf)
- Student Rights and Responsibilities (5-506)
  (https://department.flemingcollege.ca/hr/attachment/269/download)

Alternate accessible formats of learning resources and materials will be provided, on request.

Program Standards

The Ministry of Training, Colleges and Universities oversees the development and the review of standards for programs of instruction. Each college is required to ensure that its programs and program delivery are consistent with these standards, and must assist students to achieve these essential outcomes.

This course contributes to Program Standards as defined by the [Ministry of Training, Colleges and Universities](#) (MTCU). Program standards apply to all similar programs of instruction offered by colleges across the province. Each program standard for a postsecondary program includes the following elements:

- **Vocational standards** (the vocationally specific learning outcomes which apply to the program of instruction in question);
- **Essential employability skills** (the essential employability skills learning outcomes which apply to all programs of instruction); and
- **General education requirement** (the requirement for general education in postsecondary programs of instruction that contribute to the development of citizens who are conscious of the diversity, complexity and richness of the human experience; and, the society in which they live and work).

Collectively, these elements outline the essential skills and knowledge that a student must reliably demonstrate in order to graduate from the program. For further information on the standards for your program, follow the MTCU link (www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/)

Detail Plan

Term:	2018 Fall
Faculty:	Darlene Bolahood - darlene.bolahood@flemingcollege.ca Rose Pearson - rose.pearson@flemingcollege.ca
Program Co-ordinator or Equivalent:	Rose Pearson - rose.pearson@flemingcollege.ca
Dean (or Chair):	Sandra Dupret - sandra.dupret@flemingcollege.ca
Academic Planning and Operations Department:	Sheila Rowell - sheila.rowell@flemingcollege.ca

Learning Plan

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
Unit 1	Introduction to VCAD Program Overview/purpose: the intellectual construct and creative process of art and design in counterpoint to science and technology. The employment of deliberate looking, thinking and considered talking in conjunction with the making of art. The definition of art. Introduction to Design I: Using the principles and elements of design. Introduction to paint media and supports with both watercolour and acrylic paints will be delivered as a part of Med Ex I.	1,3	
Unit 2	Objective Design Tools Design Language Legacy of the Bauhaus School: The Principles and Elements Colour Theory Part I: Wheels and Properties Colour Scales assignment	1,2,4	Assignment 1
Unit 3	Colour Theory Part II: Colour Systems Extraction and application of a designed colour system Colour proportion	1,2,4	Assignment 1
Unit 4	Complete Designed Colour Application Colour Theory Part III: Visual Depth and Colour Collage 1	1,2,4,6,7	Assignment 1
Unit 5	Principles and Elements of Design: Part I Design strategies and parameters in collage assignment and assessment Collage 1 assignment addressing visual depth and single focal point with repetition	1,2,3,6,7	Assignment 2
Unit 6	Principles and Elements of Design: Part II Collage 2 assignment addressing visual depth and multiple progressive focal points. Assign reading of Understanding Comics for unit 7. Assign groups to research PMP meaning and examples.	1,2,3,6,7	Assignment 2
Unit 7	In class discussion of UC in conjunction with Design theory and strategies Design parameters for in class crit of Collage II Visual Power and Meaning in Advertising via Composition Strategies addressing P&E as well as introduction to PMP for Unit 9.	1,2	Assignment 2
Unit 8	Presentations and summaries for "Good Ad / Bad Ad" considering P&E, PMP.	1,2	Assignment 3

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
Unit 9	Review of PostModernPrinciples with exemplars and full objective / subjective considerations. Post Modern Portraits: inclass survey and presentation of contemporary portraits Introduce the address of specific elements of style used above. Assign Style Presentation Unit 12	1,2,5	Assignment 4,5
Unit 10	Post Modern Portraits (GAZIN') : Workshop	1,3,4,6,7	Assignment 5
Unit 11	Post Modern Portraits (GAZIN') : Workshop	1,3,4,6,7	Assignment 5
Unit 12	Presentation: Elements of Visual Style in Design History	1,2,5	Assignment 4
Unit 13	Post Modern Portraits (GAZIN') : Workshop	1,3,4,6,7	Assignment 5
Unit 14	Final Crit Post modern Portraits (GAZIN') : . Final course summation. Design II Prep/discussion	1,2	Assignment 5

Assessment Requirements

Assessment Task	Date/Weeks	Course Learning Outcome	Percentage
Colour Studies: Scales 10% Systems and Proportion 20%	Assignment 1 - Units 1,2,3,4	1,2,3,4,7	30%
Composition Studies: Collage I 10% Collage II 15%	Assignment 2 - Units 4,5,6,7	1,2,3,6,7	25%
Full Analysis: Objective and Subjective "GoodAd/BadAd", referencing Principles and Elements of design, as well as Post Modern Principles.	Assignment 3 - Units 7,8	1,2,5	20%
Presentation: Elements of Visual Style	Assignment 4 - Units 9,12	2,5	10%
Composition: Postmodern Portrait (GAZIN') of a contemporary public figure, submission of work accompanied by listing of PM principles and P&E integrated.	Assignment 5 - Units 10,11,13,14	6,7	15%

Exemption Contact

Program Coordinator y
VCA
Haliburton Campus

Prior Learning and Assessment and Recognition (PLAR)

PLAR uses tools to help learners reflect on, identify, articulate, and demonstrate past learning which has been acquired through study, work and other life experiences and which is not recognized through formal transfer of credit mechanisms. PLAR options include authentic assessment activities designed by faculty that may include challenge exams, portfolio presentations, interviews, and written assignments. Learners may also be encouraged and supported to design an individual documentation package that would meet the learning requirements of the course. Any student who wishes to have any prior learning acquired through life and work experience assessed, so as to translate it into a college credit, may initiate the process by applying through the Registrar's office. For more information please click on the following link: http://flemingcollege.ca/admissions/prior-learning-assessment-and-recognition

Course Specific Policies and Procedures

It is the responsibility of the student to retain this course outline for future reference. Course outlines may be required to support applications for advanced standing and credit transfer to other educational institutions, portfolio development, PLAR and accreditation with professional associations.

1. Final grades in this course are assigned based on the level of achievement which corresponds to the assessment plan as noted in this course outline.
2. Students are expected to submit assignments and projects at the specified time and location and in the correct format. This enables faculty to provide timely and appropriate evaluation for the student's work. Work not submitted according to the required terms may receive a grade of zero.
3. Students are responsible for work missed due to absence. It is highly advisable to consult with faculty well in advance of planned absences or when deadlines may not be feasible.
4. Whatever the reason, missed evaluations and due dates for assignments, including those missed due to illness, will be dealt with by faculty.
5. The learning sequence, assignment weighting, and assessment plan may be subject to change. See Academic Regulations.
6. It is the responsibility of faculty to promote a safe, constructive and comfortable learning environment. For this reason, students may be asked to refrain from using headphones and cell phones in classrooms and studios.

Faculty and learners will be ever mindful of, and practice all relevant Health and Safety rules, demonstrating care and concern for themselves, others, and the environment.