

FLEMING

Course Outline

Course Title:	Design I		
Course Number:	ARTS960	Approval Date:	2025/8/25
Course Hours:	45 hours	Academic Year:	2025
Academic School:	Haliburton School of Art + Design		
Program Co-ordinator or Equivalent:	Rose Pearson - rose.pearson@flemingcollege.ca		
Dean (or Chair):	Xavier Masse - Xavier.Masse@flemingcollege.ca		
Academic Planning and Operations Department:	Amber Lynch - amber.lynch@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.

Experiential Learning: On-Campus Teaching Lab

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

Costs for learning resources can be found on the Campus Store website, using the links below, or by visiting the Campus Store location at your campus.

- Sutherland: <https://www.bkstr.com/sfleming-sutherlandstore/home>
- Frost: <https://www.bkstr.com/sfleming-froststore/home>

Assessment Summary

Assessment Task	Percentage
Presentations	10%
Applied Learning	80%
Tests	10%

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)
(<https://department.flemingcollege.ca/hr/attachment/7750/download>)
- [Accessibility for Persons with Disabilities \(3-341\)](https://department.flemingcollege.ca/hr/attachment/5619/download)
(<https://department.flemingcollege.ca/hr/attachment/5619/download>)
- [Grading and Academic Standing \(2-201C\)](https://department.flemingcollege.ca/hr/attachment/7752/download)
(<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)
(<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)
(<https://department.flemingcollege.ca/hr/attachment/269/download>)

If you will need academic accommodations (for example if you have a learning disability, mental health condition such as anxiety or depression or if you had an IEP in high school), please contact the [Accessible Education Services \(AES\)](https://department.flemingcollege.ca/aes/) department (<https://department.flemingcollege.ca/aes/>) to meet with a counsellor.

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

Program Standards

The **Ministry of Colleges and Universities** oversees the development and the review of standards for programs of instruction. The **Ministry of Labour Training and Skills Development** oversees the development and the review of standards for programs of instruction for Apprenticeship training in the province of Ontario. 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 Colleges and Universities](#) (MCU). 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 MCU link (www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/).

Detail Plan

Term:	2025 Fall
Program Co-ordinator or Equivalent:	Rose Pearson - rose.pearson@flemingcollege.ca
Dean (or Chair):	Xavier Masse - Xavier.Masse@flemingcollege.ca
Academic Planning and Operations Department:	Amber Lynch - amber.lynch@flemingcollege.ca

Learning Plan

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
Unit 1	BLACK & WHITE - course overview - introduction to the elements of design - value scale acrylic - simulated texture value scale ink - Notan exercises	1,2,3,7	Black & White Exercises
Unit 2	COLOUR PROPERTIES - colour wheels (additive & subtractive) - Itten and Kolormondo colour wheels - properties of colour (hue, value, chroma) - Colour Literacy Project - colour family sorting exercise - additive mixing 12 colour families (hues, tints, tones, shades) with acrylic	1,4,7	Colour Mixing Exercises for Colour Wheel Project
Unit 3	COLOUR PERCEPTION & FAMILIES - colour perception exercises - review properties of colour with "Odd One Out" exercise - personal colour family exercise & colour matching exercise with paint - complete "Colour Wheel" project	1,2,4,7	In class exercises completed in sketchbook for perception and personal family Colour Wheel Project
Unit 4	COLOUR HARMONIES - digital exploration of colour harmonies based on personal colour family - introduce "The Parts and The Puzzle" exercise - colour match with acrylics chosen colour harmony that fulfills colour criteria for "The Parts and The Puzzle" exercise - generate shapes for exercise to laser cut	1,2,3,4,7	Digital Colour Harmony Exercise The Parts & The Puzzle Exercise
Unit 5	PRINCIPLES OF DESIGN - introduction to principles of design - CRAP rules of design - Bauhaus exercises with rectangles focused on proximity, alignment, repetition, & variety - complete "The Parts and The Puzzle" exercise	1,2,3,4,7	Bauhaus Exercises

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
Unit 6	PRINCIPLES OF DESIGN - Emphasis - "The Parts and The Puzzle" critique - creating Emphasis/Focal Point evaluated in advertisements - locating emphasis using Golden Proportions in paintings - creating emphasis exercise	1,2,3,6,7	Emphasis & Golden Proportions Exercise
Unit 7/8	PRINCIPLES OF DESIGN - Balance - Balance note - Analysis of Matisse collage STYLE - Haliburton Sculpture Forest simplification of shape exercise - Harmonic Armature - Coloured Cardstock Collages demonstrating symmetrical and asymmetrical balance, repetition of shape & colour, harmonic armature/golden ratio proportions - Introduce research presentation on STYLE and assign topics	1,2,3,7	Balance Collages
Unit 9	ILLUSION OF SPACE - Balance collages critique - Illusion of space note - Prepare style presentation	1,2,5	
Unit 10	STYLE PRESENTATIONS	5	Style Presentation
Unit 11/12	ASSIGN: Gig Poster Project In-class written analysis of Gig Poster Mixed media composition that combines the compositional structure of the poster with style characteristics from one of the styles presented; methods to create illusion of space are also integrated into the project	1,2,6,7	Analysis of Gig poster
Unit 13	TEST	1,2	Test
Unit 14	PRESENT Gig Poster/Style Project	1,2,3,4,5,6,7	Gig Poster/Style Project

Assessment Requirements

Assessment Task	Date/Weeks	Course Learning Outcome	Percentage
Black & White Exercises	Due Unit 2	1,2,3,7	8%

Assessment Task	Date/Weeks	Course Learning Outcome	Percentage
Colour Wheel Exercise	Due Unit 5	1,3,4,7	15%
Colour Exercises: -colour sorting & perception -personal colour family -colour harmonies -colour matching chosen harmony	Due Units 3-5	1,4,6,7	10%
Bauhaus Exercises	Due Unit 5	3	2%
Emphasis Exercise	Due Unit 6	1,2,3,6,7	5%
The Parts & The Puzzle Exercise focusing on varying proportions of colour in 4 ideations	Due Unit 6	3,4,7	5%
Matisse style collages focusing on asymmetrical/symmetrical balance, repetition, golden proportions, & harmonic armature	Due Unit 9	1,2,3,7	15%
Presentation of the characteristics of assigned style	Due Unit 10 Style Presentation	5	10%
In-class analysis of gig poster using Design Language	Due Unit 12 Gig poster analysis exercise	1,2	5%
Test - summative	Due Unit 13 Test	1,2	10%
Integrating characteristics from a design style with the compositional structure extracted from a gig poster using mixed media and creating spatial illusion. Correct design language used in a brief oral presentation of the completed work.	Due Unit 14 Gig Poster/ Style Project	1-7	15%

Late assignments may be penalized 10% for each day that they are late. Late assignments will not be accepted after 3 days (30%) unless there are extenuating circumstances that have been discussed with the instructor, and the instructor has agreed to extend the deadline. Late work beyond 3 days will not be accepted without arrangements made with the instructor.

Exemption Contact

Program Coordinator
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.

Synchronous sessions may be recorded. As a result, your image, voice, name, personal views and opinions, and course work may be collected under legal authority of section 2 of the Ontario Colleges of Applied Arts and Technology Act, 2002. This information will be used for the purpose of supporting student learning. Any questions about this collection can be directed to the Privacy and Policy Officer at freedomofinformation@flemingcollege.ca or by mail to 599 Brealey Drive, Peterborough, ON K9J 7B1.

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.