



Department of Art & Design /Arts & Humanities
 ART 1003 Two-Dimensional Design
 3 Unit

Location: Keller 109	Professor: J. David Carlson, MFA
Class Days: Mon. / Wed.	E-mail: dcarlson@pointloma.edu
Class Time: 10:40 AM – 1:00 PM	Text: 626.644.9402
Office location: Keller 110	Office Hours Fri.12-2 & by appointment

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Course Description

ART1003 is an introductory design course. It is intended to provide the student with a critical awareness of the elements and principles of design as well as other formal aspects of design criticism and theory. Emphasis is placed on the practical ability to transform design concepts into handmade two-dimensional artworks

Course Textbook Readings

Readings are provided for you within our CANVAS Classroom Portal.

- Lauer, David A. And Stephen Pentak. Design Basics 9th Edition (8th edition or newer).

Course Required Supplies

Please find the attached Supply list found on in our CANVAS course.

- You are responsible for having the supplies listed.
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PLNU Copyright Policy

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.



Course Policies

You are expected to:

- arrive on time and be prepared to fully participate in all class activities, projects, critiques and outside class assignments.
- attend every class and work diligently.
- dressed appropriately for class (for making art), bringing all necessary tools and supplies.

No early or late exams will be administered, nor late assignments accepted.

- Coming to class unprepared is the same as an absence.

All Course work needs to be completed on time and of high quality.

- Activities, assignments, and creative practice will include: research, writing, image collection, sketching & hands on studio practice.
- Work done by someone else will be considered cheating and University Policy will be enforced.

You are expected to purchase the required text and materials.

All assignments are due in accordance with the class schedule (see calendar).

Use of Technology in class

- **Cell Phone** ringers should be turned off. Do not take/make calls or text in class. If you have an emergency or special circumstance, arrangements need to be worked out prior with professor.
- **Music Devices** in class are not permitted -When appropriate, class wide music will be played.
- **Laptops, tablet, and other screens** in class are only permitted if you are engaged in research specifically related to this courses task at hand.
 - 1st Offense = Warning / 2nd Offense = 1 tardy / 3rd or more = an absence for each offense

PLNU Academic Honesty Policy

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

PLNU Academic Accommodations Policy

If you have a diagnosed disability, please contact PLNU's Disability Resource Center (DRC) to demonstrate need and to register for accommodation by phone at 619-849-2486 or by e-mail at DRC@pointloma.edu. See Disability Resource Center for additional information.

PLNU Spiritual Care

Please be aware PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our students to encounter God and grow in their Christian faith. If students have questions, a desire to meet with the chaplain or have prayer requests, you can contact the Office of Spiritual Development.

PLNU Academic Honesty Policy

Per PLNU Academic Policies , your attendance is required at every class session. If you are absent, it is your responsibility to find out, and make up, whatever you have missed. The following attendance policy will be strictly enforced. 1-2 unexcused absences--no effect 3-4 unexcused absences--1/2 grade deduction each 5-6 unexcused absences-- whole grade deduction each 6+ unexcused absences-- fail 1-15 minutes late --Tardy 4 Tardy –Absent

PLNU Attendance Policy

Per PLNU policy, your attendance is required at every class session. If you are absent it is your responsibility to find out, and make up, whatever you have missed. The following attendance policy will be strictly enforced.

- 1-2 unexcused absences = No effect
- 3-4 unexcused absences = 1/2 grade deduction each
- 5-6 unexcused absences = 1 whole grade deduction
- 6+ unexcused absences = Automatic fail
- 1-15 minutes late. = Tardy
- 4 Tardies = Absent

Course Learning Outcomes

Student learning Outcomes	Idea Objectives	Activities & Assignments
Develop: critical thinking, problem solving, and new knowledge through the completion of assignments & artworks created in this class.	Learning to Apply Develop Creative Capacities	Assignment 1,2,3,4,5
Acquire technical skills & craftsmanship through the use in various forms of two dimensional art including but not limited to:, painting, drawing, masking, gluing, and cutting.	Developing specific skills, competencies, & points of view needed by professionals in this field.	Assignment 1,2,3,4,5
Demonstrate the elements & principles of design through written, oral, and 2 dimensional art forms.	Developing skills in expressing oneself orally or in writing	Assignment 1,2,3,4,5 Sketchbook Critique
Apply the elements and principles of design to a series of assignments & artworks created in this class.	Develop Creative Capacities	Assignment 1,2,3,4,5 Sketchbook Critique
Participate in the evaluation of presented artworks through both individual and collective critique.	Learning to analyze and critically evaluate ideas	Critiques

Course Grading Scale

Grade	Conversion	Definition
A	94-100% = A 93-90% = A-	Mastered the material and produced excellent work.
B	89-87% = B+ 86-83% = B 82-80% = B-	Student understood the material but did not master it / or the student's work was good but not superior.
C	79-77% = C+ 76-73% = C 72-70% = C-	There were significant shortcomings in student's understanding and accomplishment / or the work was satisfactory but lackluster.
D	69-67% = D+ 66-63% = D 62-60% = D-	There was limited understanding, accomplishment and unsatisfactory effort.
F	59-0% = F	There was little or no understanding, and unacceptable accomplishment and effort

Contributing Factors of Overall Grade

Assignment 1	Composition - Design	100 points
	- Workbook	20 points
Assignment 2	Visual Statement	100 points
	- Workbook	20 points
Assignment 3	Typographical Value Portrait	100 points
	- Workbook	20 points
Assignment 4	Color Wheel	100 points
	- Workbook	20 points
Assignment 5	Concept Poster	100 points
	- Workbook	20 points
5 Quizzes		100 points (20 Points for each assignment)
Manifesto		50 points
Final Presentation		50 points
Overall Participation		50 point
Total Class Grades		850 points

Assignment & Course Details

Assignment 1 **Composition - Design**

- Separate handout will be provided providing overview and expectations
- Additional course work involves reading, note taking, sketchbook activity,
- Formal Presentation in Class Critique of assignment

Assignment 2 **Visual Statement**

- Separate handout will be provided providing overview and expectations
- Additional course work involves reading, note taking, sketchbook activity,
- Formal Presentation in Class Critique of assignment

Assignment 3 **Typographical Value Portrait**

- Separate handout will be provided providing overview and expectations
- Additional course work involves reading, note taking, sketchbook activity,
- Formal Presentation in Class Critique of assignment

Assignment 4 **Color Wheel**

- Separate handout will be provided providing overview and expectations
- Additional course work involves reading, note taking, sketchbook activity,
- Formal Presentation in Class Critique of assignment

Assignment 5 **Concept Poster**

- Separate handout will be provided providing overview and expectations
- Additional course work involves reading, note taking, sketchbook activity,
- Formal Presentation in Class Critique of assignment

Workbook (Digital Sketchbook)

- Notes generated from each assignment should reflect engagement with:
 - Assigned Readings (Found in Canvas Course Module)
 - Course Resources (Artists and Designers)
 - In class discussions, sketches, process images, and final documentation image.
- Upon completion of each assignment, you will upload a single PDF file of this content.
- Your activity should be routine and reflective of your idea development, research, and gained knowledge.
- If you use a sketchbook, you can document images and upload them digitally.
- This tool promotes the development of professional creative practices.

Quizzes

- Quiz will be given for each Assignment. Content of Quiz will be based on Readings from Assigned Text.

Personal Manifesto

- In conjunction with Assignment 3, you will be writing a 250 word (one page) Manifesto
- Proper formatting, clarity of thoughts, grammar, spelling, clear articulation are expected.
- Additional Guidelines and helpful writing tools will be provided.

Final Presentations

- At the end of the semester you will give a presentation covering personal creative developments associated with from this course.
- Gather information from your manifesto, sketchbook, notes, and new knowledge gained from this coursework.
- Create visual displays to accompany your presentation.
- How do the Elements and Principles of Design influence Your Creative Practice?
- Who are key artists or designers who have inspired/influenced your creative developments this semester?

Class Participation

- A student who expresses ideal class participation is one who comes to class prepared, works hard during class hours, cleans up after oneself, fully participates in class discussions as well as in-class critique.
- During our class Zoom Sessions, you are expected to have your camera on so that we can see each other (unless the Professor has indicated that you may mute your screen). You are also expected to contribute to the conversation during discussions.

Grading Rubric for Assignments

	Design - Application of Elements and Principles of Design	Materials & Process Craftsmanship and Technical competence; time investment	Concept - Thoughtfulness and personal investment in the process of ideation	Presentation - The best possible way to present the work (mounting, frame, ect.)
A	The work demonstrates complete understanding of design principles.	The work is technically excellent. Shows mastery in process. Amount of time spent is beyond expectation.	The work clearly shows originality and innovative thinking. Much time and effort spent on working out concept.	The presentation of the work enhances the work and is executed with excellence.
B	The work demonstrates fair understanding of design principles.	The work is technically strong with some room for improvement. Expected amount of time spent.	The work shows some originality and innovative thinking. Expected amount of time and effort spent on working out concept.	The presentation of the work matches the work itself and is executed well.
C	The Work demonstrates some understanding of design principles.	The work is technically adequate with much room for improvement. Expected amount of time spent.	The work shows adequate originality and innovative thinking. More time could be spent on working out concept.	The presentation of the work is adequate and executed with some confidence.
D	The work demonstrates inadequate understanding of design principles.	The work is technically marginal. Not enough time spent.	The work shows some originality. More time needs to be spent on working out concept.	The presentation does not support the work and is executed with little confidence.
F	The work demonstrates no understanding of design principles.	The work shows very little technical competence. Needs to spend much more time.	The work shows little to no originality. Fails to demonstrate personal investment.	The presentation takes away from the work and is executed poorly.

Course Calendar

Week	Day	Date	Tasks + Details
1	Mon	3/1	<ul style="list-style-type: none"> • Introductions • Lecture: Introduction. • Lecture: Assignment 1 • Receive Assignment 1 Elements & Principles of Design Composition - Design Composition - Design
1	Wed	3/3	<ul style="list-style-type: none"> • Quiz 1 • In Class Work Composition - Design Research, Idea Development, and Conversations
2	Mon	3/8	<ul style="list-style-type: none"> • Studio Work Day Revising and Refining
2	Wed	3/10	<ul style="list-style-type: none"> • Due: Assignment 1 • In Class • Receive Assignment 2 • Lecture: Assignment 2 Composition - Design Critique Visual Statement Visual Statement
3	Mon	3/15	<ul style="list-style-type: none"> • Studio Work Day • Workbook Due Research, Idea Development Workbook 1
	Wed	3/17	<ul style="list-style-type: none"> • Quiz 2 • In Class work Visual Text Research, Idea Development, and Conversations
4	Mon	3/22	<ul style="list-style-type: none"> • Studio Work Day Research, Idea Development
4	Wed	3/24	<ul style="list-style-type: none"> • In Class Work Research, Idea Development, and Conversations
5	Mon	3/29	<ul style="list-style-type: none"> • Due: Assignment 2 • In Class • Receive Assignment 3 • Lecture: Assignment 3 Visual Statement Critique Typographical Value Portrait Typographical Value Portrait
5	Wed	3/31	<ul style="list-style-type: none"> • NO CLASS - Mental Health Day
6	Mon	4/5	<ul style="list-style-type: none"> • Studio Work Day • Writing Assignment Research, Idea Development Personal Manifesto
6	Wed	4/7	<ul style="list-style-type: none"> • Quiz 3 • Workbook Due • Writing Assignment • In Class Work Typographical Value Portrait Workbook 2 Personal Manifesto Research, Idea Development, and Conversations
7	Mon	4/12	<ul style="list-style-type: none"> • Due: • Studio Work Day Personal Manifesto Formatting Text to Grayscale
7	Wed	4/14	<ul style="list-style-type: none"> • In Class Work Layout Gray Scale to Image composition
8	Mon	4/19	<ul style="list-style-type: none"> • Studio Work Day Revising and Refining, Finalize Portrait composition
8	Wed	4/21	<ul style="list-style-type: none"> • Due: Assignment 3 • In Class • Receive Assignment 4 • Lecture: Assignment 4 Typographical Value Portrait Critique Color Wheel Color Wheel
9	Mon	4/26	<ul style="list-style-type: none"> • Quiz 4 • Workbook Due Color Wheel Workbook 3
9	Wed	4/28	<ul style="list-style-type: none"> • In Class Work Paint mixing and color swatch development

10	Mon	5/3	• Studio Work Day	Finish Paint Chips/ Begin Cutting Color Swatches
10	Wed	5/5	• NO CLASS - Mental Health Day	
11	Mon	5/10	• In Class Studio Work	Revising and Refining Final Composition
11	Wed	5/12	• Due: Assignment 4 • In Class • Receive Assignment 5 • Lecture: Assignment 5	Color Wheel Critique Concept Poster Concept Poster
12	Mon	5/17	• Quiz 5 • Workbook Due	Concept Poster Workbook 4
12	Wed	5/19	• In Class Work	Research, Idea Development, and Conversations
13	Mon	5/24	• Studio Work Day	Continue to Research + Development Ideas
13	Wed	5/26	• In Class Studio Work.	Work on Layout and Design
14	Mon	5/31	• Studio Work Day	Finalize Concept Poster
14	Wed	6/2	• Due: Assignment 5 • In Class • Conversation	Concept Poster Critique Overview and Prep for Final Presentation
15	Mon	6/7	• Finals Week - • Workbook Due • Final	Workbook 3 Presentation - ONLINE - Canvas Portal