



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

<b>Location:</b> Keller 109	<b>Professor:</b> J. David Carlson, MFA
<b>Class Days:</b> Mon. / Wed.	<b>E-mail:</b> dcarlson@pointloma.edu
<b>Class Time:</b> 10:40 AM – 1:00 PM	<b>Text:</b> 626.644.9402
<b>Office location:</b> Keller 110	<b>Office Hours</b> 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).

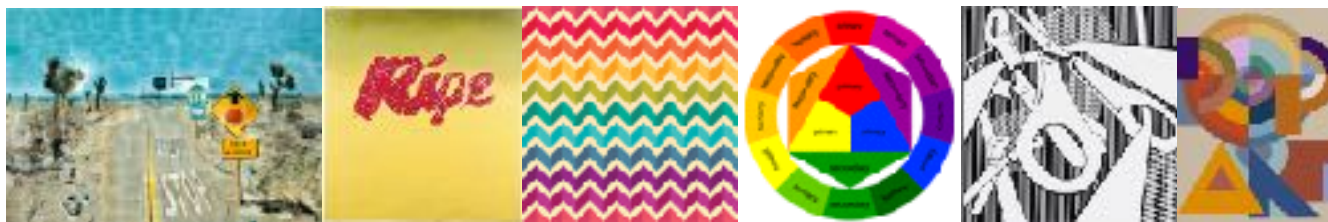
### Course Required Supplies

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
<b>Develop:</b> 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
<b>Acquire</b> 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
<b>Demonstrate</b> 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
<b>Apply</b> 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 <b>evaluation</b> of presented artworks through both individual and collective critique.	Learning to analyze and critically evaluate ideas	Critiques

**Course Grading Scale**

Grade	Conversion	Definition
<b>A</b>	94-100% = A 93-90% = A-	Mastered the material and produced excellent work.
<b>B</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.
<b>C</b>	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.
<b>D</b>	69-67% = D+ 66-63% = D 62-60% = D-	There was limited understanding, accomplishment and unsatisfactory effort.
<b>F</b>	59-0% = F	There was little or no understanding, and unacceptable accomplishment and effort

## Contributing Factors of Overall Grade

Assignment 1	<b>Composition - Design</b>	100 points
	Research+Development+Documentation	20 points
Assignment 2	<b>Visual Statement</b>	100 points
	Research+Development+Documentation	20 points
Assignment 3	<b>Typographical Value Portrait</b>	100 points
	Research+Development+Documentation	20 points
	Manifesto	50 points
Assignment 4	<b>Color Wheel</b>	100 points
	Research+Development+Documentation	20 points
Assignment 5	<b>Concept Poster Print</b>	100 points
	Research+Development+Documentation	20 points
5 Quizzes		100 points (20 points / each assignment)
Digital Portfolio		100 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 Print**

- 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

### Research+Development+Documentation

- 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 containing 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.

### Instagram / Digital Portfolio

- Multi-step, semester-long portfolio assignment.
- You are required to create a unique, well-curated, and professional Instagram account.
- Upon completion of each of the course assignments, you will upload your work in a professional manner to Instagram, along with appropriate hashtags and other pertinent captions.

### Quizzes

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

**Personal Manifesto**

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- 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**

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- 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**

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- 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.

Grading Rubric for Assignments

	<b>Design</b> - Application of Elements and Principles of Design	<b>Materials &amp; Process</b> Craftsmanship and Technical competence; time investment	<b>Concept</b> - Thoughtfulness and personal investment in the process of ideation	<b>Presentation</b> - The best possible way to present the work (mounting, frame, ect.)
<b>A</b>	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>B</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.
<b>C</b>	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.
<b>D</b>	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.
<b>F</b>	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	Tues	1/11	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Lecture: Introduction. Elements &amp; Principles of Design</li> <li>• Lecture: Assignment 1 Composition - Design</li> <li>• Receive Assignment 1 Composition - Design</li> </ul>
1	Wed	1/12	<ul style="list-style-type: none"> <li>• Quiz 1 Composition - Design</li> <li>• Digital Portfolio Overview</li> <li>• In Class Studio Work Research, Idea Development, and Conversations</li> </ul>
2	Mon	1/17	• NO SCHOOL - MLK
2	Wed	1/19	<ul style="list-style-type: none"> <li>• Guest Artist Lecture: DJ Javier</li> <li>• Studio Work Day Revising and Refining</li> </ul>
3	Mon	1/24	<ul style="list-style-type: none"> <li>• In Class Studio Work Research, Idea Development, and Conversations</li> </ul>
	Wed	1/26	<ul style="list-style-type: none"> <li>• Due: Assignment 1 Composition - Design</li> <li>• In Class Critique</li> <li>• Receive Assignment 2 Visual Statement</li> <li>• Lecture: Assignment 2 Visual Statement</li> </ul>
4	Mon	1/31	<ul style="list-style-type: none"> <li>• Quiz 2 Visual Text</li> <li>• In Class Studio Work Research, Idea Development, and Conversations</li> </ul>
4	Wed	2/2	<ul style="list-style-type: none"> <li>• In Class Studio Work. Research, Idea Development, and Conversations</li> </ul>
5	Mon	2/7	<ul style="list-style-type: none"> <li>• In Class Studio Work. Research, Idea Development, and Conversations</li> </ul>
5	Wed	2/9	<ul style="list-style-type: none"> <li>• Due: Assignment 2 Visual Statement</li> <li>• In Class Critique</li> <li>• Receive Assignment 3 Typographical Value Portrait</li> <li>• Lecture: Assignment 3 Typographical Value Portrait</li> </ul>
6	Mon	2/14	<ul style="list-style-type: none"> <li>• Quiz 3 Typographical Value Portrait</li> <li>• Writing Assignment Personal Manifesto</li> <li>• In Class Studio Work Research, Idea Development, and Conversations</li> </ul>
6	Mon	2/14	<ul style="list-style-type: none"> <li>• In Class Studio Work Research, Idea Development, and Conversations</li> </ul>
6	Wed	2/16	<ul style="list-style-type: none"> <li>• Due: Personal Manifesto</li> </ul>
7	Mon	2/21	<ul style="list-style-type: none"> <li>• In Class Studio Work Formatting Text to Grayscale</li> </ul>
7	Wed	2/23	<ul style="list-style-type: none"> <li>• In Class Studio Work Layout Gray Scale to Image composition</li> </ul>
8	Mon	2/28	<ul style="list-style-type: none"> <li>• In Class Studio Work Revising and Refining, Finalize Portrait composition.</li> </ul>
8	Wed	3/2	<ul style="list-style-type: none"> <li>• Due: Assignment 3 Typographical Value Portrait</li> <li>• In Class Critique</li> <li>• Receive Assignment 4 Color Wheel</li> <li>• Lecture: Assignment 4 Color Wheel</li> </ul>
9	Mon	3/7	• NO SCHOOL - SPRING BREAK
9	Wed	3/9	• NO SCHOOL - SPRING BREAK
10	Mon	3/14	<ul style="list-style-type: none"> <li>• Quiz 4 Color Wheel</li> <li>• In Class Work Paint mixing and color swatch development</li> </ul>

10	Wed	3/16	• In Class Studio Work	Finish Paint Chips/ Begin Cutting Color Swatches
11	Mon	3/21	• In Class Studio Work	Revising and Refining Final Composition
11	Wed	3/23	• Due: Assignment 4 • In Class • Receive Assignment 5 • Lecture: Assignment 5	Color Wheel Critique Concept Poster Concept Poster
12	Mon	3/28	• Quiz 5 • In Class Studio Work	Concept Poster Layout design work for linoleum block
	Wed	3/30	• In Class Studio Work	Begin linoleum Cut
13	Mon	4/4	• In Class Studio Work	Finish linoleum Cut
13	Wed	4/6	• In Class Studio Work	Begin printing process
14	Mon	4/11	• In Class Studio Work	Printing process
14	Wed	4/13	• In Class Studio Work	Finalize printing process / Prep for Critique
15	Mon	4/18	• <b>NO SCHOOL - EASTER RECESS</b>	
15	Wed	4/20	• <b>Critique Due: Assignment 5 - Form, Function, Concept, Poster</b> • Overview and Prep for Final Presentation • Order For Oral Presentations is set in class	
16	Mon	4/25	• Oral Presentations - 1/2 of Class	
16	Wed	4/27	• Oral Presentations - 1/2 of Class	
	Mon	5/2	• <b>Final Exam</b> - via Canvas Portal	