



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

Assignments + Contributing Factors + Grading & Details

Please log into our Canvas Classroom to see details of each assignment, point value and rubrics.

Grading Rubric for Assignments

	<b>Design - Application of Elements and Principles of Design</b>	<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.

Week	Day	Date	Tasks + Details
1	Tue	1/10	<b>In-Class</b> <ul style="list-style-type: none"> <li>○ Introductions</li> <li>○ Lecture: Overview of Elements &amp; Principles of Design</li> </ul> <b>Homework</b> <ul style="list-style-type: none"> <li>○ Personal Background + Generative Research (<a href="#">Upload to Canvas</a>)</li> </ul>
	Wed	1/11	<b>In-Class</b> <ul style="list-style-type: none"> <li>○ Group Discussion: Resourcing from your homework</li> <li>○ Lecture: Introduction to Design Project One: Cultural Textile</li> <li>○ Introduce: Developing Thumbnails / 25 Visual Vernacular Doodles</li> <li>○ Introduce: IG Digital Portfolio</li> </ul> <b>Homework</b> <ul style="list-style-type: none"> <li>○ Continue Developing Thumbnails</li> </ul>
2	Mon	1/16	<b>NO CLASS - MLK</b> <b>Homework</b> <ul style="list-style-type: none"> <li>○ Study for Quiz and finish 25 Visual Vernacular Doodles</li> <li>○ Set up a dedicated Instagram account</li> </ul>
	Wed	1/18	<ul style="list-style-type: none"> <li>• <b>In-Class</b> <ul style="list-style-type: none"> <li>○ Quiz 1 - Readings: Chapter 1,2,3,5,9</li> </ul> </li> </ul> <b>Class Project</b> <ul style="list-style-type: none"> <li>○ Lecture: Basic Composition</li> <li>○ Group Collage exercise</li> <li>○ Mini - Critique</li> </ul> <b>Class Studio Work</b> <ul style="list-style-type: none"> <li>○ Finish up thumbnails</li> <li>○ Discussion - how do these thumbnails connect to the themes of the unit?</li> </ul> <b>Homework</b> <ul style="list-style-type: none"> <li>○ 25 Visual Vernacular Doodles Due  (<a href="#">Upload to Canvas</a>)</li> <li>○ Create a Dedicated Instagram Account (<a href="#">Upload to Canvas</a>)</li> </ul>
3	Mon	1/23	<b>Beginning of Class</b> <ul style="list-style-type: none"> <li>○ Group Critique/Editing Thumbnails</li> </ul> <b>In-Class Studio Work</b> <ul style="list-style-type: none"> <li>○ Group Critique/Editing Thumbnails</li> <li>○ Development of composition using Edited Thumbnails</li> <li>○ Play around with scaling of images + layout</li> <li>○ Work toward a final composition</li> </ul> <b>Homework</b> <ul style="list-style-type: none"> <li>○ Draft Composition Layout (<a href="#">Upload to Canvas</a>)</li> </ul>

Table 1-2

	Wed	1/25	<b>In-Class Studio Work</b> <ul style="list-style-type: none"> <li>Start final Draft Composition</li> </ul>
4	Mon	1/30	<b>In-Class Studio Work</b> <ul style="list-style-type: none"> <li>Work toward completing the final draft composition</li> <li>IG Digital Portfolio, make your first post. (<a href="#">Upload to Canvas</a>)</li> </ul>
	Wed	2/1	<b>Beginning of Class</b> <ul style="list-style-type: none"> <li>Critique: Project One: Cultural Textile</li> </ul> <b>Post Critique</b> <ul style="list-style-type: none"> <li>Lecture: Design Project 2 Overview: Music as Color + Rhythm</li> </ul>
5	Mon	2/6	<b>In Class Project</b> <ul style="list-style-type: none"> <li>Quiz 2 - Readings: Chapter 6,7,8,11,13</li> <li>Color wheels / Mixing paint</li> </ul> <b>Homework</b> <ul style="list-style-type: none"> <li>Choose a Color Image (<a href="#">Upload to Canvas</a>)</li> </ul>
	Wed	2/8	<b>In Class Project</b> <ul style="list-style-type: none"> <li>Color theory and Grids</li> </ul>
6	Mon	2/13	<b>In Class Project</b> <ul style="list-style-type: none"> <li>Doodle Drawing to Music</li> </ul> <b>Homework</b> <ul style="list-style-type: none"> <li>Color Theory Grids (<a href="#">Upload to Canvas</a>)</li> </ul>
	Wed	2/15	<b>In-Class Studio Work</b> <ul style="list-style-type: none"> <li>Develop Creative direction of Personal work</li> <li>Process with Peer for feedback</li> <li>Start refining the creative direction (thumbnail sketches, composition, color,)</li> </ul>
7	Mon	2/20	<b>In-Class Studio Work</b> <ul style="list-style-type: none"> <li>Work class on final unit project</li> <li>25 Music Doodles (<a href="#">Upload to Canvas</a>)</li> </ul>
	Wed	2/22	<b>In-Class Studio Work</b> <ul style="list-style-type: none"> <li>Work class on final unit project</li> </ul>
8	Mon	2/27	<b>In Class Project</b> <ul style="list-style-type: none"> <li>Final in-class work class Unit 2 project</li> </ul> <b>Homework</b> <ul style="list-style-type: none"> <li>What's your Song? (<a href="#">Upload to Canvas</a>)</li> </ul>

Course Calendar

Table 1-3

	Wed	3/1	<b>Beginning of Class</b> <ul style="list-style-type: none"> <li>○ Critique: Project Two: Music as Color + Rhythm</li> <li>○ Lecture: Design Project Three: Typographical Self Portrait</li> </ul>
	Mon	3/6	<b>NO SCHOOL - SPRING BREAK.</b>
	Wed	3/8	<b>NO SCHOOL - SPRING BREAK.</b>
9	Mon	3/13	<b>REMOTE CLASS SESSION</b> <ul style="list-style-type: none"> <li>○ Quiz Three (Chapter: 4,10,12)</li> <li>○ Write Manifesto</li> </ul>
	Wed	3/15	<b>In-Class Studio</b> <ul style="list-style-type: none"> <li>○ Value Painting, Understanding Posterization</li> </ul> <b>Homework</b> <ul style="list-style-type: none"> <li>○ Final Draft of your Manifesto (<a href="#">Upload to Canvas</a>)</li> </ul>
10	Mon	3/20	<b>In-Class Studio</b> <ul style="list-style-type: none"> <li>○ Lecture: History of Portraits</li> <li>○ Demonstration: Learn to transform your Manifesto into Values</li> <li>○ Develop your Portrait</li> </ul> <b>Homework</b> <ul style="list-style-type: none"> <li>○ Value Paintings (<a href="#">Upload to Canvas</a>)</li> </ul>
	Wed	3/22	<b>In-Class Studio Work</b> <ul style="list-style-type: none"> <li>○ Finalize Value scales in relation to Portrait</li> <li>○ Print off copies of of each value scale</li> </ul> <b>Homework</b> <ul style="list-style-type: none"> <li>○ Finalized Black &amp; White Portrait. (<a href="#">Upload to Canvas</a>)</li> </ul>
11	Mon	3/27	<b>In-Class Studio Work</b> <ul style="list-style-type: none"> <li>○ Start constructing your Typographical Portrait</li> </ul>
	Wed	3/29	<b>In-Class Studio Work</b> <ul style="list-style-type: none"> <li>○ Finalize your Typographical Portrait</li> </ul>
12	Mon	4/3	<b>In-Class Studio Work</b> <ul style="list-style-type: none"> <li>○ Critique Project Three: Typographical Self Portrait</li> <li>○ Lecture: Design Project Four: Limited Edition Linocut</li> </ul>

Table 1-4

	Wed	4/5	<p><b>In-Class Studio Work</b></p> <ul style="list-style-type: none"> <li>○ <b>Quiz Four</b> (Readings: Gestalt Principles and Laws)</li> <li>○ Develop Compositions (Text and Image)</li> <li>○ Begin transferring to blocks</li> </ul> <p><b>Homework In-Class Studio Work</b></p> <ul style="list-style-type: none"> <li>○ Compositions (Text and Image) for Design Project (<b>Upload to Canvas</b>)</li> </ul>
13	Mon	4/10	<b>NO SCHOOL - EASTER BREAK.</b>
	Wed	4/12	<p><b>In-Class Studio Work</b></p> <ul style="list-style-type: none"> <li>○ Transfer Image and text to Block</li> <li>○ Begin Carving Blocks</li> </ul>
14	Mon	4/17	<p><b>In-Class Studio Work</b></p> <ul style="list-style-type: none"> <li>○ Finish Carving Blocks</li> <li>○ Demonstration: Block Print</li> </ul>
	Wed	4/19	<p><b>In-Class Studio Work</b></p> <ul style="list-style-type: none"> <li>○ Begin Printing</li> </ul>
15	Mon	4/24	<p><b>In-Class Studio Work</b></p> <ul style="list-style-type: none"> <li>○ Finish Printing</li> </ul>
	Wed	4/26	○ <b>Critique Project Four: Limited Edition Linocut</b>
	Mon	5/1	○ <b>Final Week: Completed IG Digital Portfolio Due</b>