

Revised 4/29/98

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General Education Course Proposal

Proposed Course: Art 13 Design Units 3
Prefix No. Title

Department: Art and Design School: Art and Humanities

GE Category (Indicate one category only):

Foundation: A1____; A2____; A3____; B4____
Breadth: B1____; B2____; C1____; C2____; D____; E_x____
Integration: B____; C____; D____ International/Multicultural____

Existing Course x; Revised Course____; New Course____
Course Included in Current GE Program x

New courses require the Undergraduate Course Proposal form in addition to this form.
Revised courses require the Undergraduate Course Change Request in addition to this form.

Proposed catalog description:

Exploration of basic art concepts through two- and three- dimensional design problems. Field trips may be require. General Education BREADTH, Division 4. (6 lecture-lab hours)

Enrollment limit per section: 25
Expected number of sections per semester - Year 1 1; Year 3 1

Attachments:

1. A statement presenting the ways in which this course meets the Specifications provided in the appropriate section of the General Education Policy as well as in the Policies for Inclusion and Evaluation of General Education Courses.
2. A statement of elements common to all sections of this course, identifying content, objectives, required student activities, grading policy, representative texts, and an approximate schedule for the course. Required student activities include such things as papers, research projects, homework, laboratory and/or studio performance, recitations, participation, attendance, and exams.
3. A typical syllabus for a particular offering of the course.
4. Any special cost factors associated with this course.

Approval for Inclusion in General Education

[Signature] 4/16/98
Department Chair Date

[Signature] 5/26/98
School Curriculum Committee Date

[Signature] 9/11/98
School Dean Date

[Signature] 12/15/98
General Education Subcommittee Date

[Signature] 12/22/98
Associate Provost Date

April 28, 1998
Department of Art and Design

Proposed Course: Art 13 Design

Attachment #2: General Syllabus

Art 13 Design
3 units, no prerequisite

Semester, Year
Schedule # 01886

Catalogue Description:

Exploration of basic art concepts through two- and three-dimensional design problems. Field trips may be required. General Education BREADETH, Division 4. (6 lecture-lab hours)

Instructors: Name
Office: Instructor's office
Office hours: Instructor's office hours (minimum of five hours per week)
Phone/email: Instructor's office phone/voice mail number; email address
Dept. office: Conley Art, Room 105; department hours: M-F, 8:00 – 12:00, 13:00 – 17:00
Dept. phone: 278-2516

Textbook: The following textbook/materials are recommended for the course; they can be purchased at _____. Author/editor. *Title*, publisher.

Fees: Materials and supplies are provided by the student.

Course content:

All sections of Art 13 introduce the student to a series of sequentially organized assignments. Lessons and exercises are structured to build upon developing the awareness and understanding of design communicated through non-verbal perceptions. Within this capacity the student is problem solving through the application of design, learning to recognize and address the physiological and psychological linkages we have to our environment.

Course Objectives:

Design principles, both two-dimensional and three-dimensional, are used to build creative foundation skills in architecture, product design, graphics, and art. Style and other aspects of the creative visual world are also explored. The non-objective, abstract, representational, and functional aspects, as well as color theory and its application define the elements and principles of the design process.

Creative and verbal analytical skills are developed through active participation in assigned projects, oral critiques, and discussions which build and enhance the individual aesthetic. The creative experience through the critique process, within the climate of a multicultural diverse student body, bring aspects of the universality of art, as well as understanding the design aspects of art in a cultural context.

Required Student Activities:

A written critical analysis is developed through a 2,000 word paper that addresses carefully researched and thought-out concepts within the area of design. Constructive participation in group critiques, gallery and museum visits, required response papers, midterm, and assigned design projects are mandatory.

Course Topics:

Week I	Introduction to Design as a principle 2D & 3D Introduction to composition (b & w papers)
Week II	Primary medium's; use and application Positive and negative shapes (b & w paper)
Week III	Variations of a square (b & w paper)
Week IV	Variations of a circle (b & w paper)
Week V	Final Design in black and white plus one color
Week VI	Introduction to color Ive's color chart design (c.a. papers)
Week VII	Ive's color chart design (painted)
Week VIII	Matched values design (c.a. papers)
Week IX	Visual vibrations design (c.a. papers)
Week X	Transparency design – over/under/through (c.a. papers)
Week XI	Design in three dimension
Week XII	Three dimensional standing design (black core board)
Week XIII	Evaluation of posted work (written final)

Grading Policy:

60 % of the grade is for assigned projects, 20% for class participation, 20% for the 2000 word writing component. A = 90 to 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%. (Students must have good class participation and success at the writing component to gain more than an low D.) all work is evaluated on quality and adherence to the goals and objectives of the assignment with consideration for effort, enthusiasm, imagination, originality, craftsmanship/workmanship, and successive improvements.

Cheating and Plagiarism:

The full text of the university's written policy on cheating and plagiarism is available in the Dean of Student Affairs Office, Joyal Administration Building, Room 262. The following are the University definitions: Cheating is the practice of fraudulent and deceptive acts for the purpose of improving a grade or obtaining course credit. Plagiarism is a specific form of cheating which consists of the misuse of the published and/or unpublished works of another by representing the material so used as one's own work.

Disabilities:

It is the responsibility of students with disabilities to identify themselves to the university and the instructor so reasonable accommodation for learning and evaluation within this course can be made.

Revised 4/29/98

April 15, 1998
Department of Art and Design

Proposed Course: Art 13 Design

Attachment #3: Typical Syllabus

**CALIFORNIA STATE UNIVERSITY, FRESNO
DEPARTMENT OF ART AND DESIGN**

ART 13, DESIGN, Fall, '97, Ron Blanton

MWF 10:10 – 12:00, CA 115

I. CATALOG DESCRIPTION:

Art 13, Design (3 units)

Exploration of basic art concepts through two- and three-dimensional design problems. Field trips may be required. General Education BREDTH, Division 4. (6 lecture-lab hours)

II. PURPOSE OF THE COURSE:

Art 13 is comprised of lessons and exercises which are structured to build upon developing the awareness and understanding of design communicated through non-verbal perceptions.

Within this capacity the student is problem solving through the application of design, learning to recognize and address the physiological and psychological linkages we have to our environment.

III. COURSE OBJECTIVES:

Design principles, both two-dimensional and three-dimensional, are used to build creative foundation skills in architecture, product design, graphics, and art. Style and other aspects of the creative visual world are also explored. The non-objective, abstract, representational, and functional aspects, as well as color theory and its application define the elements and principles of the design process.

Creative and verbal analytical skills are developed through active participation in assigned projects, oral critiques, and discussions which build and enhance the individual aesthetic. The creative experience through the critique process, within the climate of a multicultural diverse student body, bring aspects of the universality of art, as well as understanding the design aspects of art in a cultural context.

IV. REQUIRED STUDENT ACTIVITIES:

Attend and participate in lectures and demonstrations.

Complete as much work in class as possible for interaction and help.

Each student will make presentations/critiques of each assignment before the due date. The purpose is to check the development of the design., and to be sure it will satisfy the intended concept and execution.

A written critical analysis is developed through a 2,000 word paper that addresses carefully researched and thought-out concepts within the area of design.

V. COURSE TOPICS:

Week I Introduction to Design as a principle 2D & 3D
Introduction to composition (b & w papers)

Week II Primary medium's; use and application
Positive and negative shapes (b & w paper)

Week III Variations of a square (b & w paper)

Week IV Variations of a circle (b & w paper)

Week V Final Design in black and white plus one color

Week VI Introduction to color

Week VII	Ive's color chart design (painted)
Week VIII	Matched values design (c.a. papers)
Week IX	Visual vibrations design (c.a. papers)
Week X	Transparency design – over/under/through (c.a. papers)
Week XI	Design in three dimension
Week XII	Three dimensional standing design (black core board)
Week XIII	Evaluation of posted work (written final)

VI. REQUIRED TEXT: *DESIGN PRINCIPLES AND PROBLEMS*, Zelanski and Fisher

VII. COURSE REFERENCES:

Color Design, Wicus Wong
Color Compass, M. Grumbacher, Inc.
Itten The Elements of Color Design Concepts and Applications,
(2nd Edition), Cheatham/Cheatham/Owens
Color, Architectural Digest
Escher on Escher, Abrams
Design, The Search for Unity, Larkin
Principles of Two Dimensional Design, Wong
Design and Form, Itten
Principles of Three Dimensional Design, Wong
Basic Design, M. de Sauser
The Nature of Design, Pye
Trademarks, Wildbur
Design Through Discovery, Bevin
International Design
American Center for Design
Various trade and related journals

VIII. EVALUATION:

60 %	assigned projects
20%	class participation
20%	2000 word writing component

A = 90 to 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%. (Students must have good class participation and success at the writing component to gain more than an low D.)

All work is evaluated on quality and adherence to the goals and objectives of the assignment with consideration for effort, enthusiasm, imagination, originality, craftsmanship/workmanship, and successive improvements.

All work done completely outside of class will not be accepted. Do not bring it in.

Late work is graded down. Work not completed is graded down. Work not turned in earns an "F"

Absence is a grade killer.