

**Chemeketa Community College**  
4000 Lancaster Drive NE  
PO Box 14007  
Salem, Oregon 97309-7070

**Course Outline**

**Course Identification**      ART116      **Credits**      3      **Date**      2/06

**Course Title:** Basic Design

**Total Instructional Hours, for Course, per Term:**

22 Lecture Hours      =      2 Credit(s)  
22 Laboratory Hours      =      1 Credit(s)

**Prerequisite Course(s):**

None

**Required Text(s):**

None

**Course Description:**

Introduces the basic principles of design, visual perception, and organization of visual elements in works of art. Focuses on color and two-dimensional design.

**Performance Based Learner Outcomes:**

Upon successful completion of the course, students should be able to:

1. Utilize each stage of the design process to generate design ideas and strategies.
2. Demonstrate understanding of design terminology in design projects.
3. Analyze and evaluate the effectiveness of designs/works of art (part/whole analysis).
4. Contribute as a member of a team to group design problem solving.
5. Articulate the value and stages of considerations in the critique process.
6. Use critical and conceptual thinking skills to solve two-dimensional design problems.
7. Differentiate between form and content.
8. Articulate interpretive aesthetic statements.
9. Assess growth in self-motivation, self-direction, work ethic, and exhibit a sense of craft.
10. Apply —as appropriate to color design problems— the elements of design (line, shape, space, value, texture) and the principles of compositional organization (unity, variety, emphasis, focal point, balance, rhythm, scale/proportion, and format).
11. Present ideas through written research; analyze, critique, summarize.
12. Demonstrate control of color, to create both contrasts and unity, through employment of principles and practices of color theory.
13. Demonstrate use of the color wheel and the interaction, relativity, emotional qualities, and spatial effects of color in design.

**Course Content Outline:**

- I. Design Process
  - A. Creative Process: definition, discovery, revision, refinement
    1. *Define* – clarification of goals, restrictions, or limitations of design problem.
    2. *Brainstorm* – non-judgmental series of written or roughly drawn “thumbnail” ideas, encouraging intuitive discovery and free association
    3. *Analyze* – testing the brainstorm designs against the goals and restrictions in step 1
    4. *Revise* – modification to clarify or simplify the design [developing “roughs”]
    5. *Refine* – execution of finished work with the expected degree of craftsmanship
  - B. Critique Process
    1. Separating ego and taste from design success
    2. Art for personal expression vs. communication requirements of a design for a commercial medium
    3. Typical stages of the critique process:
      - a. Self-criticism of the design success
      - b. Peer group (design group members, fellow workers, classmates) review of the design
      - c. Criticism by authority (immediate supervisor, instructor)
      - d. Criticism by client
  - C. Revisions
    1. Adapting/adopting critique information
    2. Providing more solutions or variations