

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

Course Outline

Course Identification ART117 **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. Studies three-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 3-D design terminology in design projects.
3. Analyze and evaluate the effectiveness of 3-D designs/works of art (part/whole analysis).
4. Contribute as a team member 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 three-dimensional design problems.
7. Differentiate between form and content.
8. Articulate interpretive aesthetic statements.
9. Develop self-motivation, self-direction, work ethic, and exhibit a sense of craft.
10. Apply - as appropriate to 3-D 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, positive and negative shapes, and format). Relate these elements and principles with 3-D design elements of mass, defining planes, visual weight, and volume.
11. Present ideas through written research; analyze, critique, summarize.
12. Demonstrate use of texture, to create both contrasts and unity, and to define, differentiate, and emphasize areas of 3-D compositions.

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
- II. Elements of 3-D Design
 - A. Space and Movement
 1. Use of line as transitional design element
 2. Defining planes and resulting volumes
 3. Perceived and actual mass
 4. Rhythm and repetition
 - a. Geometric forms as building blocks
 - b. Modularity and components
 5. Kinetics
 - B. Form and Function
 1. Economy of design
 - a. Architectural elements
 - b. Ergonomic considerations
 2. Integrity of materials
 - a. physical /structural limitations
 - b. intrinsic qualities and values
 - c. ideal applications
 3. Integrity of surface/use of texture
 - a. Actual texture
 - b. Simulated texture
 - c. Random/invented texture

- III. Principles of Organization
 - A. Harmony and Variety
 - B. Scale and Proportion
 - C. Balance
 - D. Rhythm
 - E. Content
 - 1. Artistic intent
 - 2. Use of symbolic meanings
 - 3. Cultural stereotypes
- IV. Applications, Processes, and Materials
 - A. Applications/3-D Design Formats
 - 1. Surface relief
 - a. Intaglio
 - b. Bass
 - c. Haute/High
 - 2. Free Standing
 - 3. Kinetics
 - 4. Installation
 - B. Processes/Materials
 - 1. Additive
 - a. Plaster
 - b. Earth clay
 - c. Plasticine
 - d. Wood
 - e. Found objects
 - 2. Subtractive
 - a. Plaster
 - b. Wood
 - c. Stone
 - d. Styrofoam
 - 3. Substitutive/Simple use of molds
 - a. Plaster
 - b. Earth clay
 - c. Flexible mold materials