ART 303 – Design Methods – Fall 2019

Course Info.: College of Arts and Sciences
Art 303
TR 12:30 – 3 pm
Rec. 004

Instructor Info.: Professor Pendleton
Office Hours – 5:25 pm, TR, by appointment
E-mail: robynp@udel.edu

Concentrated focus of techniques and processes within the practice of communication design. Introduction to a refined use of materials and challenge to utilize personal methods to express a point of view and communicate ideas through visual language.

Course Description and Rational

Design Methods is about learning how to execute in experimental and conceptual ways, as it applies to design processes. It is also about visual ideas imagined, produced, and executed in a creative way toward a solution.

This course is considered difficult because these processes and methods are new to many of you. It will demand “deep” critical thinking, and a commitment to working through to the successful solutions. Unfortunately, there is no quick shortcut, or “magic solution” to uncovering original solutions to problems.

USE your imagination, vision, feelings, impulses, emotions, inventiveness, originality, curiosity, persistence, intelligence, energy, intuition, flexibility, commitment, drive, perception, motivation and enthusiasm.

MAKE work that can be authentic, sensitive, confident and political, considered, beautiful, convincing, bold, vibrant, strong, compelling, accomplished, contemporary, ugly, witty, bold, honest, complex, subtle, meaningful, whimsical, satirical, humorous, indirect, challenging, critical, spontaneous, radical, rigorous, resolved, refined, traditional, responsible, raw, passionate, sensuous, coherent, complex, delicate, expressive, inexact, moving, adventurous, difficult, aggressive, stimulating, powerful, deep, and conceptual.

DO entertain, inform, educate, integrate, provoke, play, communicate, engage, excite, adorn, elucidate, decorate, evoke, demonstrate, explain, illuminate, investigate, classify, evaluate, objectify, intrigue, record, narrate, allude, convince, inspire, shock, explore, experiment, initiate, innovate, plead, disturb, astound, amaze, simplify, and synthesize.

Objectives

1. Compare and select highly appropriate analog and digital media, tools and materials — to create large design projects specific to contexts and audiences.
2. Evaluate and test various experimental processes to successfully solve a design problem, as part of your creative process.

3. Compare, validate, and elevate your methods of creative practice (creative process).

4. Actively the VC Lexicon (specific professional vocabulary) to analyze and critique your own work and the work of other students.

5. Differentiate and knowledgeably discuss the work of contemporary artists and designers who utilize new media both on and off-screen.

**Class Structure**

Paying attention is vital to your understanding of these mediums and concepts. You must take notes during the demonstrations, as some of them may overwhelm you with information. Laptop use during class critiques and lectures is prohibited. Please take notes with pen or pencil in sketchbook or notebook. It is a lot easier to write longhand diagram and listen than it is to type and listen effectively.

During the demonstrations and all other class discussions, you are invited and encouraged to add relevant input and ask as many questions as you like. Your participation is important in order to share, experiment and grow as artists. You will develop sketches for assignments on layout paper to be put up and discussed in class.

In each assignment, you will start with very simple thumbnails and then progress to more carefully detailed sketches until you have solved all of your conceptual, design, and composition problems. Good technique won’t hide a bad idea or weak design.

**Cell Phone Use**

**Listening to iPods or cell phone texting during class is prohibited.** There will be NO cell phone use in this course. Your phones will need to be put away at ALL times on silent. Please inform friends and family of your schedule. Ear phones will also not be permitted in this course. It impedes communication with your peers, and it is very difficult to make sure everyone hears instructions or comments made in class when iPods are in use. Communication is necessary to work through ideas.

**Assignments**

Assignments and due dates will be described for each project. MEET YOUR DEADLINES. Late assignments WILL lower your grade. You have class time to work on your projects, please use it. You will need to complete preliminary work according to the semester schedule. This is vital to your forward movement within each assignment.

**Attendance**

Attendance is required and should be 100%. More than three absences will lower your grade ONE WHOLE LETTER GRADE. These three absences include being out sick with a cold. If you are out sick or for some other reason, you are responsible for finding out what you missed, either from me or another RELIABLE source in the course. You are also responsible
for turning the work in on time. Having nothing to do in class means you have come unprepared. Coming in late, or skipping out early will also count towards an absence and lower your grade. If you miss the medium demonstrations, they will not be redone. Attendance will be taken daily. Participation during class and discussions are MAJOR components of your grade.

Excused absences require a written note from a physician, including all of the following:
1. Physician’s full name and phone number
2. Physician’s signature
3. Your full name
4. Date of absence
5. Reason for absence


**Grading**

You will get unofficial midterm grades that will inform you of how you are doing in the course. You will be officially graded at the end of the semester on all work and redos during the semester. Grades are assessed at the end of the semester, because it is a shift to personal assessment of work standards by students. At this level, you should be aware of good a bad work. You will submit a final CD with all work on a “to be determined” date after the last day of classes. You will also upload work to your websites throughout the semester.

All assignments and final presentation of work are worth **100 pts** and will be totaled at the end of the semester. Grading is based on assignments turned in on time; work done in class and preparedness; preliminary work such as sketches and thumbnails brought to class; your participation, attendance, and final review of all work done this semester. Presentation of assignments reflects attitude and is part of the grade. **You are encouraged to inquire about your standing in the course at any time during the semester.**

Student final grades are higher of those who work in studio space provided on campus. Sharing and communicating ideas between peers is a vital part of the visual communications world. It starts here.

**Assignments will be evaluated on the following:**

- **Concept, imagination and creativity** - Depth of ideas explored.
- **Research** – Information exploration of subject matter
- **Craftsmanship** - Structural integrity and attention to details.
- **Execution** - Consistently working on project during and outside of class.
- **Presentation** - Completed state of the project, how the work is presented and what you have to say about your project and other projects during the critique.

**Composition** – Design principles and elements harmonious relationship
You will need to turn in a typed critical response to the preliminary critiques on the class day following. Please remember this is a response to guide you to a more successful outcome. If you can write it you can do it!
Project 1 - 20 pts
Project 2 – 20 pts
Project 3 – 20 pts
Project 4 - 20 pts
Final Pres. of Work

100 pts

Final Letter Grade Descriptions

The following Letter Grade Descriptions explain criteria for earning grades. Plus and minus grades fall between the straight letter grades in achievement. To receive a grade of C or better on any assignment, it must be turned in on time unless a prior arrangement has been made, or there is an emergency situation.

**A - Outstanding.** Expansive investigation of ideas and excellent composition. All assignments completed on time. Insightful contributions to critiques. Student goes substantially above and beyond minimum requirements. Extraordinary work, extra effort. Work goes beyond assigned expectations, pursues concepts and techniques above and beyond the requirements of the assignment. Risks are taken in the pursuit of creative ideas.

**B - Above Average.** Substantial investigation of concepts and compositions. Insightful contributions to critique. Good technique and evidence of the use of creative process. A “B” is a very good grade, but not outstanding.

**C - Average.** All assignments done competently and completed on time; participation in critique. Creative process is limited. A “C” is an average grade, meaning you did not succeed beyond the average effort of your classmates.

**D - Marginal Work.** Late projects and preliminary work, limited investigation of ideas, incoherent compositions. Limited contributions to critiques. Creative process is lacking.

**F - Unsatisfactory Work.** Course failure due to minimal idea development, disjointed compositions, lack of participation, late assignments, or excessive absences.

Incomplete Grades

An incomplete grade will be granted only in extenuating circumstances. An incomplete is possible if you have a valid medical excuse or family emergency, and you have completed the bulk of the course work for the semester.

Facilities

Please be mindful of others that must use the space after you. There are other students that must use this room. You are not allowed to cut on the tables. There is a space for cutting boards. You will need to buy board to cover your work area. You are responsible for cleaning up your work area when you are in class and when you come in to work outside of class.
Eating and drinking is permitted in the classroom, providing that all trash is put in the waste receptacle, and not left on the tables and floors.

Spray fixative or any other toxic materials (spray mount, airbrush paint, etc.) is not allowed in the University's Design Studio. Adequate ventilation is necessary if you spraymount any work. Do so OUTSIDE and not on the brick or pavement right outside the building.

**Special Needs**

Any student who needs special consideration in the course due to a disability of any sort, please make an appointment to discuss accommodations.

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Inclusion of Diverse Learning Needs: Any student who thinks they may need an accommodation based on a disability should contact the Office of Disability Support Services (DSS) office as soon as possible. The DSS office is located at 240 Academy Street, Alison Hall Suite 130, Phone: 302-831-4643, fax: 302-831-3261, DSS Website (http://www.udel.edu/DSS/). You may contact DSS at dssoffice@udel.edu.

**New York City Field Trips**

There will be a trip to New York City on Wednesday, September 18. You MUST try to attend these field trips because they are an important learning experience for this course.

**Supplies**

Your materials may be purchased from any source you wish. Dickblick.com, danielsmith.com, jerrysartorama.com, AC Moore, Finley's Art Supply and Pearl, just to name a few. In some instances, you will find them to be cheaper. As you will see most of the supplies below was required for Form and Communications I, so you should already have most, if not all of these supplies.

- 1 kneaded eraser
- 1 roll of artist white tape at least ¾ or 1 inch **NO COLORED TAPE**
- Table cover for cutting with xacto blades
- 1 steadtler mars white plastic eraser
- 1 xacto knife
- Xacto blades that fit your knife
- 18” or 24 “ metal ruler
- 1 14 x 17 layout paper pad (you MUST have this for thumbnails and sketch work, and any ideas you will present in class)

**Supplies that may be applicable to your needs**

- Quill nibs
- Quill holder
- 1 bottle of permanent waterproof black ink
I plastic water container
I portfolio
watercolor brushes-#0, #2, #4, #6
Acrylic Brushes
Liquitex acrylic paint
Liquitex matte medium
White plastic palette for watercolors
Watercolor paper
Watercolor tubes (Cotmans) – if applicable
3D supplies like clay, or cardboard, etc.

Other Important Information

• Academic Honesty- “All students must be honest and forthright in their academic studies. To falsify the results of one’s research, to steal the words or ideas of another, to cheat on an assignment, or to allow or assist another to commit these acts corrupts the educational process. Students are expected to do their own work and neither give nor receive unauthorized assistance.

“Any violation of this standard must be reported to the Office of Student Conduct. The faculty member, in consultation with a representative from the Office of Student Conduct, will decide under which option the incident is best filed and what specific academic penalty should be applied.” http://www1.udel.edu/stuguide/17-18/code.html#honesty.

• Harassment and Discrimination - The University of Delaware works to promote an academic and work environment that is free from all forms of discrimination, including harassment. As a member of the community, your rights, resource and responsibilities are reflected in the non-discrimination and sexual misconduct policies. Please familiarize yourself with these policies at http://www.udel.edu/oei. You can report any concerns to the University’s Office of Equity & Inclusion, at 305 Hullihen Hall, (302) 831-8063 or you can report anonymously through UD Police (302) 831-2222 or the Ethics Point Compliance Hotline at https://sites.udel.edu/intaudit/compliance-hotline/. You can also report any violation of UD policy on harassment, discrimination, or abuse of any person at this site: http://sites.udel.edu/sexualmisconduct/how-to-report/.

• Title IX Statement - The University of Delaware does not discriminate on the basis of race, color, national origin, sex, disability, religion, age, veteran status, gender identity or expression, or sexual orientation, or any other characteristic protected by applicable law in its employment, educational programs and activities, admissions policies, and scholarship and loan programs as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and University policies. The University of Delaware also prohibits unlawful harassment including sexual harassment and sexual violence. For inquiries or complaints related to Title IX, Section 504 of the Rehabilitation Act of 1973 and/or
the Americans with Disabilities Act, and Title VII and age discrimination please contact:

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