

ART209 CORE DESIGN Spring 2021
Tuesday & Thursday 12.30 - 3:00

Recitation Hall - REC304

Instructor: Noel Cross

Email: noelc@udel.edu

Office Hours: Available upon request

noelcross.com

COURSE DESCRIPTION:

Development of image making techniques and processes with the intention to communicate: graphic translation and representation, semiotics, and design systems. Design organization criteria, technical craftsmanship, and artistic objectives interconnect to support production of original expressive statements.

COURSE STRUCTURE:

There will be lectures, videos and readings that you are expected to take organized notes of, and apply methods learned in class to the assignments. Please ask questions if you do not understand any of the material. The textbook is given to you so that you will have all the information at your fingertips. The readings are vital to your understanding of the specifications of the problems. Your participation is key in order to share, experiment and grow.

We will be working on assignments in class, participating in group critiques, listening to lectures, or a combination of these during class meeting times. Materials must be brought to class on a regular basis in order to visually respond to work in class and apply methods learned. Please purchase your supplies in advance of when they are needed. When thumbnails and sketches are due, you must be prepared to discuss them in a preliminary critique, and/or one on one with me.

On days your assignments are due, please double check that your piece is within the specifications of the assignment requirements. (correct medium, size, quantity, etc.). Please follow the course schedule closely to be prepared for class. You will be notified of any changes to the course schedule.

GROUP CRITIQUES AND PRESENTATIONS

Critiques will be held on all major assignments during the semester. You are expected to participate with maturity, enthusiasm, and respect. Class critiques are not a time for me to critique your work, your peers are expected to have input and provide their point of view. A class critique is the best way to learn about your artwork and get suggestions from your peers.

COURSE OBJECTIVES:

This course will provide the establish a working knowledge of the principles and elements of design, and design process (a process for problem solving).

As compositional skills improve, creative thinking skills will be emphasized to have you learn how to express surprising, original, and inevitable solutions to problems. Your own motivation is what will make you successful in this class.

The material we cover in this course is pivotal, all successful visual imagery and communication is based on the understanding of the principles and elements of design. The processes taught and used in this course may be new to you. It requires serious focus, and attention to detail. We will be making a shift in conceptual thinking and problem solving past your initial visual response to the problem, or first idea that comes to mind. It requires preliminary work to solve the visual problems.

STUDENT LEARNING OUTCOMES:

1. Apply the fundamental principles of design and how they translate through materials to clearly communicate a concept.
2. Given a problem, you will be able to determine a variety of strategies through experimentation that would yield a solution.
3. Apply a model of the creative process in completing design projects, resulting in multiple forms of conceptualization, experimentation and communication.

4. Be able to critically analyze personal work as well as others, and communicate that analysis articulately.
5. Use design lexicon (specific professional vocabulary) to analyze and communicate.
6. Create work that demonstrates technical proficiency with emphasis on craftsmanship.

LEARNING ASSESSMENT

Students will be expected to:

- - Attend entire regularly scheduled class on Tuesday and Thursdays from 12:30 - 3:00
- - You must attend all classes, this is how we will critique work and have class discussions.
- - Read assigned textbook chapters and participate in class discussions.
- - Complete assignments, and projects on time.
- - Be prepared for all classes with required materials.
- - Complete online discussions, assignments, and quizzes via Canvas.

If your participation, effort, preparedness, or attendance in this course is unsatisfactory, I will privately contact you with my concerns and provide constructive feedback.

LEARNING RESOURCES:

All resources will be available through our Canvas course site.

Canvas.

In this class, Canvas, UD's online learning management system, will be used for course activities and communication channels. All assignments will be posted through the Canvas course site unless otherwise directed.

Information on how to use Canvas is available through the [Canvas Student Guide](#) .

Canvas can also be accessed via [MyUD](#)

COURSE POLICIES:

- Attendance is mandatory
- Participation in class discussions and critique is required and will be graded
- Late work will result in reduction of grade.
- Re-submission of a completed assignment for reevaluation is available before the last day of classes.
- No extra credit offered, all assignments are open to re-submission and re-grading.
- You are allowed 2 absences this semester, more than 2 will result in deduction in attendance grade. Please email me ahead of time if you know are going to miss class.

ATTENDANCE:

- Is mandatory for every class
- If you arrive to class more than 10 minutes late or leave more than 10 minutes early, three times, it will equal to one unexcused absence
- Three unexcused absences will result in one full letter drop of your final grade. (For instance, if you were to get a B but you miss 3 classes, you will end up with a C)
- Do your best to inform me if you are going to be late for class or if you will need to leave early
- For an excused absence from illness, death in the family, a legitimate emergency or some kind, bring in documentation/proof of the event and your absence will be excused

Attendance will be taken daily. Participation during class discussions are components of your grade. If you are absent, it reduces valuable in-class feedback information and therefore affects your assignments. You are also responsible for turning work in on time. **It is possible to fail this course based on poor attendance and participation.**

Absences on religious holidays listed in university calendars are recognized as an excused absence. Nevertheless, students are urged to remind the instructor of their intention to be absent on a particular upcoming holiday. Absences on religious holidays not listed in university calendars, as well as absences due to athletic participation or other extracurricular activities in which students are official representatives of the university, shall be recognized as excused absences when the student informs the

instructor in writing during the first two weeks of the semester of these planned absences for the semester.

SKETCHBOOK:

A sketchbook is required for this class and I will be checking it throughout the semester for grading. You will be required to do preliminary sketches in this book, as well as collect images from magazines, books, things you find interesting, to keep as references for yourself. This sketchbook is a place for you to experiment with design principles, organize your thoughts and construct ideas. Your sketchbook must not have any lines on the paper and must be firmly bound to hold up to a semester worth of use.

MANDATORY TEXTBOOK:

Design Basics 9th Edition (New or used) by Stephen Pentak (Author), David A. Lauer

(Author)

ISBN-13: 978-1285858227

ISBN-10: 1285858220

Amazon - https://www.amazon.com/Design-Basics-Stephen-Pentak/dp/1285858220/ref=sr_1_1?keywords=Design+Basics+9th+Edition&qid=1580148462&sr=8-1

EQUIPMENT AND SUPPLIES:

The following materials will be required for Core Design projects. You will need to buy additional specific materials for projects as the semester progresses. Needs may vary based on individual student project ideas.

<https://www.dickblick.com/> <https://www.michaels.com> <https://www.jerrysartarama.com>

- **TWO** Illustration Boards (white) **20" x 30"**
- Spiral bound sketchbook (white) **at least 11" X 14"** - Large self-healing cutting mat **18" x 24"**
- 24" Metal Ruler Straight Edge
- Xacto knife and blades
- Utility knife and blades

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- Glue sticks

- Drawing pencils **6B - 4B - 2B - HB - 2H**

- **14" x 17"** Layout paper pad

- Permanent waterproof black ink – **Higgins or Pelican** - Steadtler Mars white plastic eraser

- Kneaded eraser

- Sharpie Pens – **at least 2 - 1 thick, 1 thin**

- **At least 3** black fine tip markers in different sizes

- Pen and ink quill nibs and holders (multi packs are available w/both) - Plastic cup/ container for water

- Portfolio case to transport your work to and from class

- Art supply box or large tackle box

- Digital SLR Camera (If you have one, not required)

GRADING:

The breakdown of your midterm and final grades are based on assignments, class participation, preparedness, and attendance. You need to be a constructive participant in the classroom. It is important to be prepared with the correct materials to work in class, and complete at-home assigned exercises. Do not come to class without having read the assigned readings, sketches, or thumbnails. This will put you behind, causing unnecessary anxiety. Working outside of class is necessary to complete work on time.

PLEASE MEET YOUR DEADLINES! Late assignments will result in point deductions.

All assignments can be resubmitted for grade reevaluation before the last day of classes, provided that the resubmission is significantly better than the previous attempt. No consideration will be given to resubmissions that do not solve the problem, do not meet the requirements of the assignment, and show less effort than the first submission.

Assignments will be evaluated on the following 5 categories:

RESEARCH, CONCEPT, IMAGINATION AND CREATIVITY

Depth of ideas explored through preliminary work and experimentation. You must create many preliminary works for success. Utilize and display an understanding of the design principles.

ORIGINALITY

Uniqueness of the solution.

TECHNICAL PROFICIENCY

Technical craftsmanship, the quality of design and attention to neatness in work. Meeting the assignment requirements and parameters of size, technique, and mediums.

EXECUTION

Display of effort, a vigorous and determined attempt. Preparedness and use of proper materials.

COMPOSITION

Principles and elements of design used successfully

Assignments will be evaluated on the 5 categories and relate to the 5 -1 scale:

5 Outstanding		Rigorous investigative effort. Assignment process is utilized, and creative risks are taken. Idea is unique and original, and goes beyond classroom discussion. Compositional elements are well used. Strong appropriate technical application. Solution is surprising, original, and inevitable.
4 Above Average		Substantial investigation of concepts and compositions. Good technique and evidence of the use of creative process. Solution moves beyond average effort.

3	Average	Moderate effort and outcome. Solution is simply stated. Some substantial investigative effort. Visually restates the problem. Design structure has no excitement.
2	Marginal Work	Very limited investigation of idea, incoherent composition. Creative process is lacking or nonexistent. No commitment to working the problem through.
1	Unsatisfactory	Effort well below average. Unacceptable.

SURPRISING

The visual solution must be compelling and impactful to the viewer.

ORIGINAL

The assignment solution must be fresh and uniquely the student's. Google is not a good source for originality, as what is posted has already been created by others, and therefore is not original.

INEVITABLE

The goal of the solution is that it's the "ONLY" solution to the problem. This looks very different than, it "could be", or "maybe" the solution. If the viewer feels like it could have been executed another way, or there is another conceptual solution to the problem, then it isn't **inevitable**.

PROJECTS:

10% - Problem #1 Black and White Scribble

10% - Problem #2 Line and Shape Inventory

10% - Problem #3 Simplification of Form **10%** - Problem #4 101 Solutions

10% - Problem #5 Sequential Narrative

20% - Problem #6 Mask FINAL

10% - At-home assignments & readings

10% - Attendance & Participation

10% - Preparedness

Course Component	Percentage of Total
5 Projects	50%
Final Project	20%
At-home assignments & readings	10%
Preparedness	10%
Attendance & Participation	10%

A	Outstanding	Expansive investigation of ideas and excellent composition. All assignments completed on time. Insightful contributions to critiques. Student goes substantially above and beyond average 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 through a design process. Thorough investigation of ideas through thumbnails and sketches.
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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. Solutions move beyond average. Investigation of solutions through thumbnails and sketches
C	Average	All assignments done competently and completed on time participation in critique. Creative process is limited. Investigation of possible solutions is minimal. A “C” is an average grade, meaning you did not succeed beyond the average effort of your classmates. All assignments completed on the schedule with average effort and good attendance. Some thumbnails and preliminary work, but average or minimal effort. Student settles for the first ideas.
D	Marginal Work	Late projects, very limited investigation of ideas, incoherent compositions. Limited contributions to critiques. Creative process is lacking or nonexistent. Not committed to working the problem through. Poor attendance, and class participation.
F	Unsatisfactory Work	Course failure due to minimal or no idea development, disjointed compositions, lack of participation, late assignments, and/or excessive absences.

Grade	Interval	Grade	Interval
A	94.50 and over	C-	69.50 to 72.49
A-	89.50 to 94.49	D+	66.50 to 69.49
B+	86.50 to 89.49	D	62.50 to 66.49
B	82.50 to 86.49	D-	59.50 to 62.49

B-	79.50 to 82.49	F	Below 59.49
C+	76.50 to 79.49	Z	Unofficial Withdrawal, stopped attending class
C	72.50 to 76.49		

PLAGIARISM:

DO NOT plagiarize in this class. If I find that you copied a design or art by someone else, in person or online, or if someone else did the project for you, you will be reported to the Office of Student Conduct and will automatically **fail** the class

ACADEMIC INTEGRITY

Please familiarize yourself with UD policies regarding academic dishonesty. To falsify the results of one's research, to steal the words or ideas of another, to cheat on an assignment, to re-submit the same assignment for different classes, 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.

Complete details of the university's academic integrity policies and procedures can be found at <http://www1.udel.edu/studentconduct/policyref.html> Office of Student Conduct, 218 Hullahen Hall, (302) 831-2117. E-mail: student-conduct@udel.edu

DOCUMENTATION OF ART & DESIGN PROJECTS FROM ALL CORE CLASSES FOR CORE REVIEW:

It is essential that you document all of your work from all of your CORE classes. You will need high quality (clear, color-balanced, high resolution) images of your art and design assignments for the required CORE Review. It is highly recommended that, in addition to storage on your computer, that you store these images on a back-up drive and in some form of cloud storage. The submission of images of your work from your CORE classes is a requirement of CORE Review, which is a requirement to advance in the department to complete your BA or BFA degree. It is also an important professional practice. **NOTE: Required for all CORE classes.**

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 Hullahen Hall, (302) 831-8063 or you can report anonymously through UD Police (302) 831-2222 or the EthicsPoint Compliance Hotline at <http://www1.udel.edu/compliance> . 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/>

FACULTY STATEMENT ON DISCLOSURES OF INSTANCES OF SEXUAL MISCONDUCT

If, at any time during this course, I happen to be made aware that a student may have been the victim of sexual misconduct (including sexual harassment, sexual violence, domestic/dating violence, or stalking), I am obligated to inform the university's Title IX

Coordinator. The university needs to know information about such incidents in order to offer resources to victims and to ensure a safe campus environment for everyone. The Title IX Coordinator will decide if the incident should be examined further. If such a situation is disclosed to me in class, in a paper assignment, or in office hours, I promise to protect your privacy--I will not disclose the incident to anyone but the Title IX Coordinator. For more information on Sexual Misconduct policies, where to get help, and how to reporting information, please refer to www.udel.edu/sexualmisconduct. At UD, we provide 24-hour crisis assistance and victim advocacy and counseling. Contact 302-831-1001, UD Helpline 24/7/365, to get in touch with a sexual offense support advocate.

For information on various places you can turn for help, more information on Sexual Misconduct policies, where to get help, and reporting information please refer to <http://www.udel.edu/sexualmisconduct>

INCLUSION OF DIVERSE LEARNING NEEDS

Any student who thinks he/she 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

NON-DISCRIMINATION

The University of Delaware does not discriminate against any person on the basis of race, color, national origin, sex, gender identity or expression, sexual orientation, genetic information, marital status, disability, religion, age, veteran status 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 non-discrimination policies, please contact: Director, Institutional Equity & Title IX Coordinator- Susan L. Groff, Ed.D. groff@udel.edu, 305 Hullahen Hall Newark, DE 19716 (302) 831-8063

For complaints related to Section 504 of the Rehabilitation Act of 1973 and/or the Americans with Disabilities Act, please contact: Director, Office of Disability Support Services, Anne L. Jannarone, M.Ed., Ed.S. - ajannaro@udel.edu

Alison Hall, Suite 130, Newark, DE 19716 (302) 831-4643 OR contact the U.S. Department of Education - Office for Civil Rights (<https://wdcrobcolp01.ed.gov/CFAPPS/OCR/contactus.cfm>)

**STATEMENT ON ATTENDING VISITING ARTISTS, CRITICS, AND CURATORS
LECTURES AND GALLERY EXHIBITS:**

Art Majors are expected to attend all Visiting Artist Lectures in the Department of Art & Design during the semester. In addition, students are expected to see all the art exhibitions in the department's galleries. As a part of this course, you are asked to bring a sketchbook and take notes. Engaging in dialogue with our guests by asking questions is highly recommended.

To see presentations by our Visiting Artists & Designers, please use Zoom to attend:

- <https://udel.zoom.us/j/92631131466>

- Password: 658721

FIELD TRIPS:

Academic field trips are an important—and enjoyable—element of education. They often significantly enhance the content of a course by providing a type of information hard to convey in the classroom. Site visits to museums, galleries, contemporary art centers, design studios, and advertising agencies help to contextualize and enhance understandings of contemporary and historical practice. Students are strongly encouraged to attend.

Syllabus Subject to Change at Anytime