

Design 1 Syllabus

ART 107 EJ Fall 2019
Wednesday **4:00pm-7:45pm**
Martin Seay
email martinseay@sunyorange.edu

Martin Seay
Office location: OH33
email: martinseay@sunyorange.edu
Office hours: Wednesday 2PM-4PM
845 341-4787
Office hour policy: First come, first served
or by appointment

Catalog Description:

An introduction to the vocabulary and elements of two dimensional design including line, shape, texture, color and typography. Students learn basic design elements and media and master manual dexterity and “craft” through hands-on practice completing drawing, painting, and multimedia projects. Students work with a variety of media in a studio setting, employing fundamental design principles to create successful two-dimensional designs as well as participating in collective and individual critiques and working cooperatively on group design projects.

2 lecture hours, 2 lab hours, 3 credits.

Relationship to Programs:

This course may be applicable to several programs. Consult your advisor and refer to the SUNY Orange catalog which contains additional information relating to this course and to your program to ensure that this course is applicable to your chosen program of study.

Student Learning Outcomes:

A student who successfully completes this course can :

- **Create** outstanding, professional, 2-dimensional designs
- **Understand** and use the principles of design, including: Color • Contrast • Scale • Repetition • Layering
- **Communicate** using the vocabulary of design as a professional.
- **Develop** elegant solutions for the effective visual communication of information.
- **Work** effectively as part of a team in creating, discussing and developing effective design.

Design 1 Syllabus

ART 107 EJ Fall 2019
Wednesday 4:00pm-7:45pm
Martin Seay
email martinseay@sunyorange.edu

Chronology of Study:

Class	Date	Course material
<i>Note: This chronology is a proposed model. It may be necessary to deviate from it to achieve course objectives.</i>		
1	8/28	Design defined: Good and bad design
2	9/4	Design Process: Form and Function, Form and Content
3	9/11	Design Process: Thinking with Materials
4	9/18	Design Process: Visual Problem-solving
9/18: Project 1 due		
5	9/25	Showing 3-dimensional relationships in 2 dimensions
6	10/2	Vanishing point perspective
7	10/9	Isometric perspective
8	10/16	Scales and measurement, relative sizes
10/16: Project 2 due		
9	10/23	Harmony, Visual Unity
10	10/30	Emphasis and focal point
11	11/6	Scale and proportion
11/6: Project 3 due		
12	11/13	Line, shape and volume
	11/20	Thanksgiving Recess
13	11/27	Unity, Harmony and Balance
14	12/4	Building complexity
12/4: Project 4 due		
15:	12/11:	Final exam (notebook/textbook)

Design 1 Syllabus

ART 107 EJ Fall 2019
Wednesday **4:00pm-7:45pm**
Martin Seay
email martinseay@sunyorange.edu

Types of Assignments:

Notebook/Textbook: During the course, students build their own textbook, creating 8 1/2" x 11" white pages with their own drawings and writing. Each page should illustrate and explain a key concept or process. At the end of the semester, these notebook/textbook pages are combined in a 3-ring binder and presented to be graded.

These notebook/textbooks **take the place of a final exam.**

Following completion of this class, the notebook/textbooks are returned, and become a valuable working tool that each student will use for the rest of his or her career.



Project 1: Signage for the 20XX Olympics.

We live in an increasingly multi-cultural, multi-lingual world. Olympic signage, for example, must function regardless of the language spoken by athletes from many different countries and cultures.

Clear, unambiguous visual design, based on universal human characteristics of vision and perception, communicates across these barriers of culture and language.

Photography won't work, because it communicates too much information.

For example, you can't label "this way to the bicycle racing" with a photograph of a man riding a bicycle, because many people will think that the sign means "Men's bicycle racing" and that the women's bicycle races are somewhere else.

If you try to use a picture of both a man and a woman riding bicycles, people will be confused.

Does the sign mean "Mixed doubles bicycle racing?"

Typography won't work. Even if you could find out the word for "bicycle" in 127 different languages and alphabets, you'd never be able to fit all the words on a sign that people could read from a distance.

Use what you've learned in this class to create clear, unambiguous, universal signage for the 20XX Olympics.

Otl Aicher's remarkable signage for the 1972 Munich Olympics is a masterpiece of design, using gestalt, repetition, shape, geometry, and "less is more."

Design 1 Syllabus

ART 107 EJ Fall 2019
Wednesday **4:00pm-7:45pm**
Martin Seay
email martinseay@sunyorange.edu

Project 2: American Roadside Art & Vanishing Point Perspective



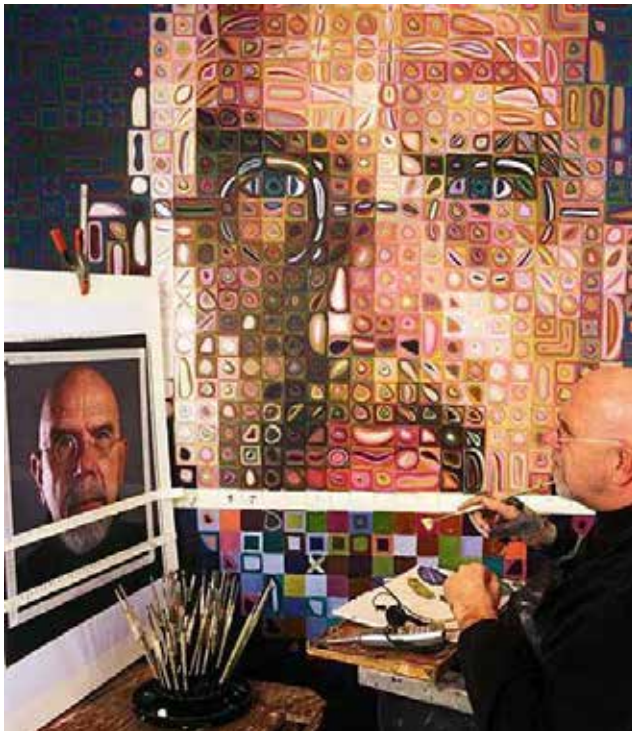
Vanishing point perspective creates the illusion of 3-d space on a flat, 2-D surface such as a canvas or computer screen.

An effective designer masters vanishing point perspective and typography.

You're going to create a pen-and-ink and watercolor (or magic marker) painting, or an acrylic or painting on canvas of roadside signage, presenting a spectacular example of your understanding of both typography and perspective.

Painting by Richard Estes,
Supreme Hardware,
43" x 64" , acrylic on canvas

Project 3: Self-portrait in the style of Chuck Close.



Working from self-portrait photographs, you'll create an 18"x24" grid and fill the squares with abstract colors and shapes that will create a stunning and realistic portrait when seen from a distance.

Project 4: Use what you've learned.

Create a really effective work in the style and medium of your choice, using concepts you've learned in this class. Write a one-page essay describing what you've learned and used.

For example, a photographer might use the concepts of overlap, scale, repetition, order, symmetry and harmony learned in this course to create a series of outstanding new photographs.

A painter might use the concepts of perspective, color, overlap, harmony and scale to create a spectacular landscape or self-portrait.

Design 1 Syllabus

ART 107 EJ Fall 2019
Wednesday 4:00pm-7:45pm
Martin Seay
email martinseay@sunyorange.edu

Grading System:

Project #1	20% of grade
Project #2	20% of grade
Project #3	20% of grade
Project #4	20% of grade
Notebook/Textbook	20% of grade

Late projects:

Project grades are **reduced by 10pts for every week late**; an "A" project becomes a "B" if it's delivered a week late, and a "C" if it's 2 weeks late.

Projects can be upgraded, if you have met the original deadline with a less-than-perfect project.

For example, if you deliver a less-than-complete project on time, you'll receive a "C". Because you did meet the deadline, you have earned the opportunity to turn in a better or completed project and upgrade to an A or B the following week

Grading Scale:

A 93-100	A- 90-92	B+ 87-89	B 83-86	B- 80-82		
C+ 77-79	C 73-76	C- 70-72	D+ 67-69	D 63-66	D- 60-62	F -59

Instructional materials: see page 8

Attendance Policy:

One unexcused absence has no effect on grades. A student's semester grade will be reduced by five points for each additional unexcused absence. Absences may be excused by: illness, with dated doctor's letter or Hospital Emergency Room forms; car trouble with dated mechanic's receipt, or for religious reasons by prior notification of the instructor

Instructors shall not penalize students for absences for religious observance, military obligations or jury duty. You should inform the instructor when you anticipate an absence for any of these reasons so that arrangements can be made for make-up examinations or other work..

Design 1 Syllabus

ART 107 EJ Fall 2019
Wednesday **4:00pm-7:45pm**
Martin Seay
email martinseay@sunyorange.edu

OFFICIAL WITHDRAWAL FROM A COURSE:

Withdrawal may affect financial aid or health insurance coverage

OFFICIAL WITHDRAWAL FROM A COURSE: When a student finds it necessary to withdraw from one or more courses, they must submit an Add/Drop Form with appropriate signatures by the end of the 12th week or its equivalent (see Registration Calendar). A student who officially withdraws from a course between the 4th and 12th weeks or their equivalent will have the course appear on his/her transcript with a grade of W..

Academic Support:

SUNY Orange provides a range of on-campus and online support options for students. For additional help with coursework assigned during the semester, students are encouraged to utilize scheduled or drop-in tutoring (individual, paired, or in groups), online tutoring via NetTutor, or the academic labs. Tutoring can be requested by filling out the application online ([link here](#)), or by going to the Student Services/Resources tab on your MySUNYOrange and clicking on "Apply for Scheduled Tutoring."

Academic Support has a center on each campus:

Middletown Tutorial Center: Library, 2nd Floor
(845) 341-4171 / tutorialcenter@sunyorange.edu

Newburgh Learning Center: Kaplan 220
(845) 341-9504 / learningcenternewburgh@sunyorange.edu

There are also a number of academic labs on each campus where students can obtain additional support including the BATCAVERN, Math Lab, Reading and Writing Center, Nursing Lab, and Rad Tech.

For additional information on hours of operation or any of the services described above, visit www.sunyorange.edu/academicsupport, or please contact us directly.

Wellness Center:

Students interested in health and/or counseling services in either Middletown or Newburgh should call 341-4870 to schedule an appointment with a member of the Wellness Center Team at either campus.

Religious Observance:

Students may be absent due to religious observance without penalty. You should inform me, prior to your absence, when you anticipate an absence for religious observance so that we can make arrangements for make-up examinations or other work.

Design 1 Syllabus

ART 107 EJ Fall 2019
Wednesday **4:00pm-7:45pm**
Martin Seay
email martinseay@sunyorange.edu

Americans With Disabilities Act (ADA)

SUNY Orange is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability that may impact your performance in this course and require accommodations, you must first register with the Office of Accessibility Services (OAS). Accessibility Services is responsible for coordinating classroom accommodations and other services for students with disabilities.

Please note that classroom accommodations cannot be provided prior to your instructor's receipt of an Accommodations Notice from the Office of Accessibility Services. Since academic accommodations may require early planning and generally are not provided retroactively, please contact OAS as soon as possible. You can reach the Office of Accessibility Services at the Middletown Campus at (845) 341-4077 and at the Newburgh Campus at (845) 341-9034 or by email at accessibilityservices@sunyorange.edu.

Cell Phone Usage Policy

Use of cellular phones or any other electronic communication device for any purpose during class or exam sessions is prohibited, unless expressly permitted by the inst

Use of phones or tablets to take photos or notes is encouraged.

Official / Academic Email Policy

For Degree-Seeking and non-degree seeking students, the College issued email account (@sunyorange.edu) is designated as the student's official email address as it is validated by an authentication process. This will be used as the method of communication when administrative offices, academic departments and faculty need to communicate with students. Electronic communication through the use of the college's learning management system (e.g. Blackboard) remains at the discretion of the instructor and should be communicated to the student in the course syllabus..

Academic Dishonesty:

Per Academic Policy: Academic dishonesty is regarded by the College as an intolerable breach of academic ethics and deserves immediate penalty. The consequences of academic dishonesty may include academic penalties, disciplinary action, or even legal action. The primary responsibility for dealing with academic dishonesty rests with the faculty member. :

(a) cheating, including cybercheating; (b) fabrication; (c) facilitating academic dishonesty; (d) plagiarism, including Internet plagiarism; (e) forgery; (f) bribery; or (g) multiple submission (submitting the same assignment to more than one instructor without the permission of the instructors).

Depending on the specific circumstances, academic penalties could range from a verbal reprimand to separation from the College. For some acts of academic dishonesty, the student may also be accountable to legal authorities.

When plagiarism, cheating or some other act of academic dishonesty has occurred, the faculty member shall advise the student of the action to be taken. In addition, any instance of academic dishonesty may result in the referral to the Vice President for Student Services for appropriate disciplinary action pursuant to the College's Code of Student Conduct.

Design 1 Syllabus

ART 107 EJ Fall 2019
Wednesday **4:00pm-7:45pm**
Martin Seay
email martinseay@sunyorange.edu

Academic Policies & Procedures:

Students who have concerns about their academic performance in a course should consult with their instructor. Academic Grievance Procedures are available to students and can be found in the Student Handbook: https://sunyorange.edu/student-services/student_handbook.html.

Make-up for Cancelled Classes:

In the event that classes are cancelled due to inclement weather or other unanticipated events, instructors will notify students how and when instruction time will be made up, as appropriate. .

Technical Support:

For assistance with BLACKBOARD Distance Learning:
<http://www.sunyorange.edu/ol>
1-844-673-6786 (1-844-OPENSUNY) *Press 1

Online Learning Phone support is available during hours are:
Monday - Thursday 8am - 9pm EST
Friday 8am - 5pm EST
Saturday 10am - 5pm EST
Sunday 1pm - 9pm EST

- For assistance with all other Technical issues like MySUNYOrange, email, banner, or other SUNY Orange related service:

SUNY ORANGE Technical Services:

1-845-341-4749 Phone and Chat Support available 24/7 <https://itservice.sunyorange.edu>

ON-CAMPUS IT department hours are:

Monday – Friday 8am – 4pm EST

After hours Phone/Chat: provided by Blackboard Answering Services

For faster service when contacting support, have your Student ID or username available and whenever possible be at a computer with internet access. During high call volumes, you may be asked to hold for support. The average call takes approximately 10-15 minutes so please call when your schedule permits. Faculty retain the right to make changes to syllabi. In the event that changes are needed, they will be announced by the instructor

Faculty retain the right to make changes to syllabi. In the event that changes are needed, they will be announced by the instructor.

Design 1 Syllabus

ART 107 EJ Fall 2019

Wednesday 4:00pm-7:45pm

Martin Seay

email martinseay@sunyorange.edu



Materials List:

To learn about design most effectively, you must produce clean and precise artwork. Many of the key concepts in this course are subtle, and require precise production to be visible.

Two (2) USB Flash Drives, at least 16 GB, such as the SanDisk Cruzer Glide 3.0 USB Flash Drive , available from staples for \$8.99 each. Be sure to back up your class work on the 2nd USB drive. (Avoid cheap junky drives. Don't trust the college WiFi. Invest a few dollars in your college grade.

A Professional Pencil 2mm mechanical, such as the Staedler Mars Technico, available at Staples for \$9.95. Be sure to get a pencil that includes sharpener.

Note: These pencils accept leads of different hardness. With a 4H (Very Hard) lead, you can do engineering and architectural drawings. With a 2B (Bold, soft) lead, you can use this pencil for life drawing class and sketching. With an HB (Regular pencil, half-hard, half-bold) you have an excellent regular pencil.

A Professional Pen 0.7mm gel with metal tip, such as the Pentel® EnerGel® Alloy Retractable Gel Pen, Silver Barrel, Medium Point, Black, \$8.99 at Staples

A Professional Eraser that won't smudge your pen lines when you erase your pencil lines, such as the Staedler Mars Plastic Eraser.

3-ring Notebook such as Staples Inkjet "View Binder"

X-acto Knife and multiple No. 11 blades

Rubber Cement 4oz available online at DickBlick for \$3.12 or at Michaels or other art supply stores

Crepe Rubber Cement Pickup - 2" x 2" available online at DickBlick for \$2.39 or at Michaels