

Design 2 Syllabus

ART 108 EJ Spring 2020
Wednesday 4:00pm - 7:45pm

Martin Seay
email: martin.seay@sunyorange.edu
Office location: OH33
Office hours: Friday 10am-12
Office hour policy: First come, first served
or by appointment

Catalog Description:

Continuing study of design concepts and development of complex studio projects in various media. Studio methods and processes are discussed and demonstrated.

Prerequisite: ART 107

2 lect., 2 lab., 3 cr.

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:

Students successfully completing this course can:

- Effectively use :Color • Contrast • Scale • Repetition • Layering
- Effectively use various materials in design work
- Create elegant solutions for effective visual communication of complex information.
- Move beyond 2-dimensional design to explore 3-dimensional design and 4-dimensional design (movement in space and time)
- Complete design work in teams

Design 2 Syllabus

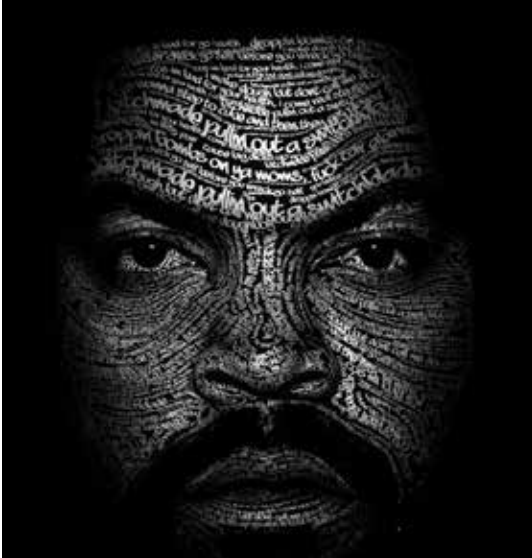
ART 108 EJ Spring 2020
Wednesday 4:00pm - 7:45pm

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	1/22	Doing more with less by good design
2	1/29	Visual weight, typographic kerning & leading
3	2/5	Borders, edges and areas
4	2/12	Positive/negative space, clipping masks and self-discovery
2/12: Project 1 due: typographic portrait illustration		
5	2/19	Proportions, beauty and mathematics
6	2 /26	The dark side of visual communications: Disinformation design
7	3/4	Balance and Structure
8	3/11	Harmony, Color, Contrast & Repetition
3/11: Project 2 due: Op-art painting		
3/16 - 3/22 Spring Break		
9	3/25	Gestalt perception: 1+1=3
10	4/1	Teamwork and brainstorming
11	4/8	Creating an immediate, non-verbal, powerful first impression
12	4/15	Using color, texture, contrast and borders to motivate buyer's emotions
4/15: Project 3 due: package design		
13	4/22	Ergonomics: designing for real human beings
14	4/29	Understanding and working with scale models
4/29: Project 4 due: chair design with model chair		
15:	5/6	Final exam (notebook)

Design 2 Syllabus

ART 108 EJ Spring 2020
Wednesday 4:00pm - 7:45pm



Graphic designer Michael McCabe has created a set of illustrations, portraits of musicians made from their lyrics

Jessica Slavin created her wonderful selfie for the AIGA show.

Types of Assignments:

Project 1: typographic self portrait illustration.

The Twernty Statements Test is a long-standing psychological and social psychological test, in which you write "Who am I" at the top of the page, and answer it 20 times.

Then, you will typeset your answers in various different weights and sizes of type, both white type on a black background and black type on a white background, varying weight, font, size and tracking of type to create different shades of gray. Use these different shades of gray to create a self-portrait. Work from selfie photographs and by drawing while looking at yourself in a mirror.

The project has twin goals: you will learn a lot about design and typography while learning about yourself.



Project 2: "op-art" abstract painting.

Using your new knowledge of color, simultaneous contrast, scale and boundaries, create a stunning, exciting 14" x 14" abstract design where the colors move and shift.

Here is an example by Victor Vasarely. Vasarely used masking tape, razor blades, acrylic paints, and sponges.

Vasarely is standing in front of two of his paintings. The paintings are completely flat – 2-dimensional – but they create a stunning illusion of depth.

Use any materials or media – cut paper, paint, foamcore, rubber cement, masking tape and/or colored pencils, Adobe Illustrator and Photoshop.

Please print in slices and splice them together if you want to use the college printer.



Victor Vasarely and his paintings

Design 2 Syllabus

ART 108 EJ Spring 2020
Wednesday 4:00pm - 7:45pm

Project 3: 3-dimensional package prototype design.



Package design by Martin Saint-Martin for SunDigits.
Note use of gradients and type as clipping mask for artwork.

Walk into a supermarket. There are, literally, thousands of designs screaming, "Look at me! BUY ME!"

A good package design not only draws attention, but communicates and motivates, visually and non-verbally.

Create a new product that would be sold in supermarkets or wholesale clubs, such as a new brand of cereal, a new type of razor, or an all-natural hair conditioner.

Design and build effective branding materials, including logo and typographic definitions, colors, to create 3-dimensional package and online sales materials for your product.

Project 4: design an original chair & build a 1/6 life-size scale-model.

Many designers and architects create 3-d miniatures to exact scale as a design tool.

Create an original design for a chair. Working from your original sketches, design & build a 1/6 scale 3-dimensional model.

1/6 actual size is 2" = 1 foot

We all know 1/6" scale, it's "Barbie Doll scale". You can check yourself, as you build your chair model, by putting a Barbie or Ken doll next to your model.



1:6 scale model of Le Corbusier Lounge Chair . See <https://www.vitra.com/en-us/product/miniatures-collection> for more examples.

Design 2 Syllabus

ART 108 EJ Spring 2020
Wednesday 4:00pm - 7:45pm

Final exam: 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.

Important note: Although we will be using the Macintosh Computers in the Visual Communications Lab and Adobe Illustrator® as instructional aids during this class, projects and notebooks do not have to be produced in Adobe Illustrator or on a Mac.

Projects may be completed using any software and any computer, or DRAWN BY HAND, (neatly and professionally) without effect on your grade.

Notebooks may be completed using any software and any computer. For example, you could type up your notes in MicroSoft Word and neatly glue hand-drawn illustrations onto the pages, and still receive an "A."

Grading System:

Project #1	20% of grade
Project #2	20% of grade
Project #3	20% of grade
Project #4	20% of grade
Final Exam	20% of grade

Late projects:

Project grades will be reduced by 10 points for each week late. For example, a project worth an "A" will earn a "B" if it is a week late, and will get a "C" if two weeks late.

Projects can be submitted by email up until 11:59pm on the day they are due.

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

Design 2 Syllabus

ART 108 EJ Spring 2020
Wednesday 4:00pm - 7:45pm

Instructional materials:

Hardware: 2 USB Flash Drives, at least 2G each: for storing and transporting your work.

Back up USB drive after every class, onto your HD and 2nd USB drive.

Textbook: *Visual Explanations: Images and Quantities, Evidence and Narratives*, by Edward R. Tufte. Graphics Press, Cheshire, CT

Available in the OCCC bookstore (perhaps) or online. Amazon.com is currently selling it for \$38.00 new, and \$13.20 used.

See separate sheet for art supplies.

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.

Instructor Withdrawal Policy:

Withdrawal may affect financial aid or health insurance coverage.

The last day for Withdrawal is Monday April 17.

Academic Support:

A first step is to meet with your instructor to discuss your progress in the course and options for academic support. Some examples of academic support include: course Angel shells, online resources recommended by the instructor/department, working with the instructor or in labs, study groups, scheduled tutoring sessions, etc. Here is a link to the SUNY Orange Academic Support website:

<http://www.sunyorange.edu/las/index.shtml>

Tutoring may be available through the Tutorial Center in the Learning Resources Center. (Referral form and fee required). Assistance with writing and research skills can be obtained in the Writing Center and the L.R.C. Open computer labs are available on campus including the Learning Resource Center and the Student Advising Center in the College Commons. Consult College Catalog for additional support services.

Scheduled tutoring sessions are available in our Tutorial/Learning Centers : Middletown: Tutorial Center, 2 Floor, Library and in Newburgh: Learning Center, 2nd Floor, Kaplan Hall.

Design 2 Syllabus

ART 108 EJ Spring 2020
Wednesday 4:00pm - 7:45pm

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.

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 which may impact your performance in this course and require accommodations, you must first register with the Office of Accessibility Services.

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, signed by the Office of Accessibility Services. 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 other than studying and developing designs during class or exam sessions is prohibited**, unless expressly permitted by the instructor.

Academic Dishonesty:

Academic dishonesty will not be tolerated. Per academic policies and the College's Code of Student Conduct, academic dishonesty includes but is not limited to:

- (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).

In this course, the first offense will result in your semester grade being reduced by 15 points.

2nd offense will result in a 30-point reduction of your semester grade. You'll receive an F.

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 2 Syllabus

ART 108 EJ Spring 2020
Wednesday 4:00pm - 7:45pm

Academic Policies & Procedures:

Students who have concerns about their academic performance in a course should consult with their instructor, according to Academic Policies & Procedures which can be found in the Student Handbook: [http:// www.sunyorange.edu/studentactivities/publications.shtml](http://www.sunyorange.edu/studentactivities/publications.shtml).

Help Desk Information:

If you need help using Angel, then you may contact SUNY Learning Network at (800) 875-6269 or by email at helpdesk@suny.sln.edu. For problems logging on to Angel, you may also contact the SUNY Orange help desk at helpdesk@sunyorange.edu or by phone: (845) 341-4749 or (845) 341-4735.

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 4 GB, such as the SanDisk Cruzer Glide 8GB USB 2.0 USB Flash Drive , available from staples for \$8.99 each.
Be sure to back up your class work on the 2nd USB drive.

A Professional Pencil 2mm mechanical, such as the Staedler Mars Technico, available at Staples for \$9.95. Be sure to get one with a sharpener in the top.

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

Rubber Cement

Rubber Cement Pickup .

X-acto knife and multiple blades