Welcome to the on-line section of Art 33a!

This course offers an introduction to the principles, elements, and terminology of two-dimensional design. Students will have the opportunity to learn how design elements such as line, value, texture, shape, and basic color are organized by various principles such as repetition, variety, balance, and proportion. This course is West Valley College AA/AS degree and certificate applicable. Credit/No Credit Option. Acceptable for credit: UC, CSU.

Beginning instruction in spatial composition in two dimensions. We will explore several common tools, including using the computer to paint, draw, collage, etc. The exploration of composition and artistic terminology will be the common theme to all projects. We will spend the equivalent of 3 hours on line two days a week at the computer. Beginning instruction in computer software, no previous experience necessary. This section is offered for individuals who intend to enter the computer art, design, graphic design and animation fields.

The course content will be available via the Canvas site. https://wvm.instructure.com/login/canvas

We'll begin watching videos and tutorials on Monday, Aug. 27th.

The equivalent of 3 hours per day for 2 days a week of particiaption will be expected (1 hour of “lecture” and 2 hours of “lab” /day).

We'll take a journey through the elements and principles of design and focus on still imaging using Adobe Photoshop CC software. You will need access to any “CC” (Creative Cloud or “CS” Creative Suite – v. 5 or later) version of Adobe Photoshop software. (Don’t pay full price, be sure to get the student rate! Subscriptions are available for as low as $9.95 a month for students via adobe.com.)

You will also need access to a computer with a web browser with appropriate plug-ins that can read .PDF files and play .SWF flash and quicktime movie files.

(There are computers available in the WVC tutorial center (located on the right side of the library) and in the Cilker School of Art and Design design lab, for students in the local vicinity.)

Student Learning Outcomes: Create an art project that uses the elements of design point, line, plane, value, and other design principles of organization. Evaluate work in terms of elements, principles, strengths and goals.

Student Responsibilities

The student is responsible for all of the material presented in class, which should be demonstrated in the work produced and the critiques of the assignments. All assignments must be submitted on the due date for critique. Projects will be graded down 1/2 step per class day late (i.e. from an “A” to an “A-”).

Regular attendance is crucial to develop proficiency and ensure the dissemination of information. You are expected to spend 6 hours with the course materials per week as this is a “laboratory”/studio class. If you should miss an assignment or demonstration, it is your responsibility to obtain that information from a classmate. E-mail or phone me if you have an excuseable (medical) absence.

Participation in class discussions and peer critiques is essential and will be noted in your grade.

Student Attendance Policy  (from the WVC Catalog, p. 182)

Students are expected to attend all sessions of each class. Instructors may drop students from the class if they fail to attend the first class meeting, or when accumulated unexcused hours of absences exceed ten percent of the total number of hours the class meets during the semester (9.8 hours in our case). Moreover, an instructor may drop from the class any student who fails to attend at least one class session during the first three weeks of instruction.

Additional lab time may be done at home or in the Tutoring Center Labs in the library. Understand and abide by general lab rules and policies, and back up your own work on cd-rom or USB drives.

Assignments

We'll have about 10 exercises to demonstrate and teach particular techniques (credit/no-credit). 10 Longer project lasting one week which will have a finite due date, usually fridays or saturdays at midnight.

These will be graded so that you can monitor your progress. Projects must be submitted via the assignment drop box in Canvas on time for critique. There are 2 small quizzes.

Late projects will be downgraded one step for each class day late.

Grading

Assignments will be evaluated based upon technical proficiency, implementation, and aesthetic achievement. See table to right. 10 Projects at 10 points each, and the final is 30 points.

Final Exam: The final project will be due on the designated final exam date (Wed., Dec 12th)
Drop/Withdrawal Policy
If you wish to drop the class, you must initiate the drop process at the admissions and records office within the first four weeks. After that one a “W” grade will be recorded. Excessive absences will result in an instructor-initiated drop.

Text:
Download (and print) the REQUIRED reader/software notes from the class Canvas website.
Optional Text: Photoshop Visual Quickstart guide, Peachpit Press, CC (2014 or later) version, or other how-to photoshop CC book. Supplemental readings may be handed out.

So much data, where to begin? Start by familiarizing yourself with the Canvas site. Follow along using the MODULES tab.
1. Begin each week by looking at the assigned page in the reader, which you can download here:
   http://instruct.westvalley.edu/challas/33areader.pdf (I will also provide links page by page as we go).
2. Then watch the videos introducing the historical context and how-to for the project.
3. Look next at the Assignment/project guidelines .PDF file which will be posted in these folders.
4. After reading the guidelines (and history at the bottom of each page) watch the video for the student work samples for the project.
5. There will sometimes be an Exercise or two for the week, which we should do before attempting the project.
   (The exercises are little 1-point introductions to a particular technique or concept that will be helpful before executing the more major project.) These are credit/no-credit and should be submitted via the drop box link in these modules.
6. A discussion forum will take place some weeks. I’ll pose a question and you should briefly respond, then reply to one other person’s post. This is also a place where you can ask a technical question and quiz review questions.
7. Submit the major projects which will typically be due by midnight, fridays or saturdays.
   Peer reviews will take place after each assignment.

For those of you who may want or need more information, i’ll sometimes include a folder full of supplemental video/tutorial links for the hands-on software stuff at the bottom of each week’s list of items.

If you ever have a question about technique, content or other matters, feel free to e-mail me via Canvas’s mail client.

Required Materials
You will need access to a fairly modern computer and web browser with appropriate plug-ins that can read .PDF files and play .SWF flash and quicktime movie files. You will need access to any “CC” (Creative Cloud or “CS” Creative Suite – v. 5 or later) version of Adobe Photoshop and Animate/Flash Professional software (see above).

Plagiarism Policy
While good designers observe the world around them and often “borrow” ideas from existing designs, there is a distinct difference between borrowing and stealing! (Like the difference between paraphrasing and quotation.) Direct plagiarism and cheating on quizzes will not be tolerated. Academic Dishonesty statement: The College’s policy on academic dishonesty covers in-class and out-of-class cheating, plagiarism, assisting another student in cheating or plagiarism, and furnishing false information. Consequences for academic dishonesty may include, but is not limited to, a failing or zero grade for the assignment/quiz/exam, suspension or expulsion from the College. For more information, please see the West Valley College Catalog.

Important Phone Numbers
   Emergency: 911;   College district police: 741-2092   Health services: 741-2027
WVC makes reasonable accommodations for persons with documented disabilities. College materials may be made available in alternate formats if requested (Braille, audio, electronic or large print). For assistance, please contact the Disability and Educational support program at 741-2010 or 741-2658 (TTY).

A note about on-line etiquette:
We will be communicating with each other via on-line discussion forum/chat boards. Please maintain the same courtesy and respect for others’ view points that you would have with someone in a face-to-face discussion.

If you have a complaint or someone has shared information with you about unlawful discrimination or sexual harassment, contact the Associate Vice Chancellor of Human Resources at West Valley-Mission Community College District, Human Resources Department, (408-741-2060). If the Associate Vice Chancellor of Human Resources is not available, contact the President at 408-741-2097.

The instructor may make changes to the syllabus during the semester. It is the student’s responsibility to stay informed of these changes. Students may contact the instructor during office hours and before/after class, time permitting. Students may also wish to have a study partner whom they can contact if they miss class.

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<table>
<thead>
<tr>
<th>Week of</th>
<th>Session 1</th>
<th>Session 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Sep. 3</td>
<td><strong>LABOR DAY HOLIDAY</strong></td>
<td>Dots project 1 DUE (5 pts). Emphasis, focal point. Intro Project 2: Lines</td>
</tr>
<tr>
<td>3 S 10</td>
<td>Drawing with paint tools, straight lines. Elements and principles of design. Pg. 6. Lines project, Pg. 10.</td>
<td>Project 2 Lines DUE (5 pts).</td>
</tr>
<tr>
<td>4 S 17</td>
<td>Introduce Proj. 3 Shapee, Vector tools,.=Pg. 11. Four computer prints: symmetry, asymmetrical balance, motion and contrast.</td>
<td>Project 3 Shapes (4 .PSD files) DUE (10 pts).</td>
</tr>
<tr>
<td>7 O 8</td>
<td><strong>Quiz 1 – Composition (5 pts).</strong></td>
<td>Project 6 Perspective tools due (10 pts). Vanishing point filter, Edit/transform/distort, etc.</td>
</tr>
<tr>
<td>8 O 15</td>
<td>Introduce Proj. 7, White on black Tessellation. Notan, symmetry, pattern, Escher. Pg. 19.</td>
<td>Project 7 Tesselation fill DUE (10 pts). Computer fundamentals 1, see pp. 20-21</td>
</tr>
<tr>
<td>9 O 22</td>
<td>Introduce Proj. 8, Texture and shape. Pp. 23 – 25. Texture fills (Exercise), custom shape making (Exercise), vector drawing, bezier pen.</td>
<td>Project 8 Texture filled shapes DUE (10 pts). Vector based shape fills with your textures Computer fundamentals 2 (raster vs. vector), pp. 20-21</td>
</tr>
<tr>
<td>11 N 5</td>
<td>Introduce Proj. 10 Animation Pp. 28 –30 History of computer graphics; Binary math, color; Pp. 20 – 21</td>
<td>Project 10 Animation DUE (10pts).</td>
</tr>
<tr>
<td>12 N 12</td>
<td>Introduce Proj. 11, Layout, Pg. 31. <em>(Veterans’ day observed, Monday 11/12).</em></td>
<td>Project 11 Layout DUE (10 pts). Quiz review, pp. 20-21.</td>
</tr>
<tr>
<td>13 N 19</td>
<td><strong>Quiz 2 – Computer terms (5 pts).</strong></td>
<td>Thanksgiving week</td>
</tr>
<tr>
<td>14 N 26</td>
<td>Introduce Final Project: Montage, Pg. 33. Montage/masking exercise (Exercise) Pg. 32.</td>
<td>Work on project 11 digital final project. Selections, copy/paste. color correction, Pg. 34.</td>
</tr>
<tr>
<td>15 D3 last week of regular class</td>
<td>Color correction; Rubber stamp cloning; Pp 35 – 36 Send me your layered in-progress photoshop piece for final (Exercise)</td>
<td>Work on digital final.</td>
</tr>
<tr>
<td>16 D 10-15 Finals</td>
<td><em>(No class, “dead” day)</em></td>
<td>Wed. Dec. 12th, Final montage Project due for Critique (25 pts)</td>
</tr>
</tbody>
</table>
Contents:
Syllabi .............................................................. iii – vi
Basic terms for Quiz 1 (Elements of Design) .......... 6
Painting in photoshop ............................................ 7
Making new brushes .............................................. 8
Project 1 Dots .......................................................... 9
Project 2 Lines .......................................................... 10
Project 3 Shapes with Vector Tools ...................... 11
Project 4 Typography ................................................ 12
Type project ............................................................. 13
Project 5 Image processing and over-painting
  Project ................................................................. 14
  Color adjustments .................................................. 15
  Painting over images tips ........................................ 16
Project 6 Perspective basics and vanishing point ..... 17
  Perspective building project ................................... 18
Project 7 Tessellation pattern design ................... 19
Computer fundamentals (Quiz 2 notes) ............... 20 – 21
Project 8 Texture and shape ..................................... 22
  Making new textures ............................................. 23
  Making a custom shape ......................................... 24
  Pen tool (bezier) drawing ........................................ 25
Project 9 Collage ...................................................... 26
  Simple collage how-to ............................................ 27
Project 10 Animation ................................................ 28
  Animation how-to .................................................. 29 – 30
Project 11 Layout project ........................................ 31
Final Project: Montaging how-to ......................... 32
  Final guidelines ..................................................... 33
  Selections .............................................................. 34
  Combining images .................................................. 35
  Basic Color Adjustments ........................................ 36

Upon completion of this course the student should be able to:
Demonstrate understanding of the principles and elements of
design through completion of various projects.
Create a composition using a wide variety of traditional and non-
traditional materials.
Choose appropriate media and materials needed to solve a design
problem while making the strongest possible statement.
Assess how design relates to a multitude of disciplines such as,
film, computer, interior design, visual art, and etc.
Analyze the principles and elements of design in any medium,
orally and in writing.
Evaluate work in terms of strengths and goals, orally, and in
writing.
Examine The relationship of form to concept in a design,
Assemble a color wheel and value scale.
Examine, compare and analyze historical and contemporary
examples of two-dimensional art, within a global context.

Course Content
Lecture Content
1. Design Process
2. Unity
3. Emphasis and Focal Point
4. Scale and Proportion
5. Balance
6. Rhythm
7. Line
8. Shape and Volume
9. Texture
10. Value
11. Evaluation and critique of examples of two-dimensional art
from various cultures, historical periods, and aesthetic sensi-
bilities.
12. Examination of contemporary trends, materials, and ap-
proaches in two-dimensional art.

Lab Content
1. Develop skills to successfully complete a design in a variety of
media.
2. Complete major assignments incorporating principles and
elements of design.
3. Analyze & evaluate their own work and the work of others in
terms of strengths & goals.
4. View, discuss, and evaluate examples of designs in different
media.