

# GONZAGA-IN-FLORENCE SYLLABUS

Course: VART 112: Design  
Credits: 3 Credits  
Instructor: Lucy Jochamowitz / Rosario Zapater



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## **COURSE DESCRIPTION**

This is a course for beginners who are interested in learning the fundamentals of visual communication.

This is a theoretical-practical course. It gives the student the guidelines of aesthetics as well as the artistic language which is visual communication. The way to perceive in every field from: color, shape, the interaction in the space, that is: harmony, contrast and bi-dimensions (two-dimensions) to the rules to develop creativity. How to develop creativity and imagination through a series of very useful exercises displacement, observation, and mutation in the composition etc.

Any student who starts in the field of visual creation through graphic design, painting, sculpture or graphic art needs to have this basis of perception. Later he or she will be able to go over the next step which is the elaboration of a project, either in the utilitary field (industrial or graphic design) or painting or artistic drawing.

The course-projects embraces a variety of different types of drawing procedures: quick gestures, sketches, textures, studies, full image compositional. Some projects will suggest an unusual manner of working, use of the opposite form and color, blind-contour, tactile collage. For these particular types of exercises the goal is not to produce "beautiful work", but rather to introduce the students to new ways of seeing, considering, and responding.

At a certain point the students will be asked to elaborate their own personal project related to a particular interest. It can be a theme already considered, or it may come about from what has been presented in the course up to this point. They will carry out this project up to the end of the term. The lesson will cover theory and practice work. Slides, photos, original, and selected readings will complement the course. Photocopied material will be handed out to the students to supplement the principal arguments. Further details will be given by the professor.

## **COURSE OBJECTIVE**

The course first of all, aims to technical skills, and to move into a more personal and sophisticated handling of creations as the students work on individual projects. The project will set the foundation for further technical as well as conceptual considerations which the student will be encouraged to explore. It aims to get to a body of work by the end of the semester and clearly demonstrates the student's improvement in visual sensitive, technical skills and ability to communicate through color, form and some "elaboration of a project".

## **PREREQUISITES & REQUIREMENTS**

This is foundation level. To be enrolled in this course no entrance exam is required.

It would also be of support for the students to have a good foundation in Art History and a keen interested in Modern and Contemporary Art.

## **METHOD**

Each class consists of three hours where the students in the beginning of the semester work from visual information in order to improve their sensibility and technique before moving towards a more conceptual work. Each day talk makes up a very important part of the course as technical as well a philosophical concerns in Art will be discussed. The exercises and projects that will be introduced in the beginning of the day are supplemented with slide lectures and/or practical demonstrations. The class evolved in practical workshop and individual contact between the teacher and the student. It is advisable to keep a notebook for the slide lectures, talks and the individual discussions to better benefit from all the information given.

## **ATTENDANCE- PARTICIPATION**

Attendance is mandatory.

When homework assignments are given they make up an integral part of this course and are therefore mandatory.

A correct, active and responsible participation is strictly recommended.

Students are presumed to have sufficient maturity to recognize their responsibility for regular class attendance. Since illness or other good reasons may prevent attendance, Gonzaga University has a standard policy on absences. This policy stipulates that the maximum allowable absence is (2) class hours (100 minutes) for each class credit.

A correct, active and responsible participation is strictly recommended. Homework assignments are an integral part of this course and are therefore mandatory.

## **TESTS - ASSIGNMENTS**

Each lesson is geared towards the elaboration of specific projects and assignments given by the teacher. Further information will be provided by the teacher during lectures often accompanied by slides

Homework assignments will be given during the course so as to further elaborate the classroom exercises. Individual critiques will be given during the course.

Mid-Term critiques will be done on individual bases during class.

The Final Evaluation will be based on the participation and presentation of work in a group critique.

## **EVALUATION & GRADING SYSTEM**

20% Attendance

10% Participation

20% Improvement

25% Assignments

25% Final Critique

Grading is based on over-all effort, improvement, and the ability to comprehend and apply concepts presented during course.

Evaluation is based on individual response to the exercises and is based on the entire body of work completed during the course. Students are required to submit work for a final grade. Individual and group critiques will be given during the course.

A = 100 - 93%,    A- = 92 - 90%,    B+ = 89 - 87%,    B = 86 - 83%,    B- = 82 - 80%,  
C+ = 79 - 77%,    C = 76 - 73%,    C- = 72 - 70%,    D = 69 - 60%,    F = 59 - 0%

## **TEXT BOOKS - FURTHER READINGS - SOURCES**

It will be wise to consult the library. There are however no specific books required for this course.

Recommended books:

- . "The art of color" Johanness Iten
- ."Interaction of color" Josef Albers
- . "Graphic Design now" Charlotte and Peter Fiell

## **EXTRA FEES**

There is no lab fee for this course; but every student will be required to buy the necessary material for personal use (materials listed in #11).

## VISITS

There will be one scheduled group visits during class time."Il Giardino Antico da Babilonia a Roma" Palazzo Pitti. However students will be encouraged visiting museums and exhibitions. The teacher will constantly inform the class about any event or exhibition that can be considered useful for the work and learning of the students.



## II GIARDINO ANTICO DA BABILONIA A ROMA Palazzo Pitti

### Recommended visits:.

- Uffizi Gallery
- Museo Palatina inside Pitti Palace
- Galleria di Arte Moderna inside Pitti Palace
- Museo Marino Marini
- La Specola Museum
- Central Food Market
- major art exhibitions, significant churches, monuments, architecture and gardens in Florence and other cities you visit during your travels.

## MATERIAL LIST

Each student must provide the following materials for personal use:

During the first lesson, the professor will accompany the students in order to purchase these materials.

- Palette: (about 20x30cm).
- Palette knife for mixing colors and cleaning palette
- Brushes:
  - 2 Round, small and medium
  - 2 **pointed** (small and medium)

This is the minimum requirement; you may wish to purchase a larger range of brushes. It is better to buy quality brushes since they last longer and give better results.

- Containers: 2 tins or glass jars with lids
- 6 sheets of Fabriano paper 50x70cm (to be coated with gesso)
- 1 Sketchbook
- Gouasche Colors: Ferrario/Van Dyck/Maimeri is a good quality, medium price brand
  - white / Bianco
  - Naples yellow light / Giallo di Napoli chiaro (optional)
  - Lemon / yellow / Giallo limone
  - Cadmium yellow / Giallo di Cadmio
  - Yellow ochre / Giallo Ocre
  - Raw Siena / Terra di Siena naturale
  - Cadmium red hue / Rosso di Cadmio
  - Cadmium red deep / Rosso di Cadmio scuro
  - Permanent Alizarin Crimson / Alizerina Rosso Carminio
  - BurnSiena / Terra Siena bruciata
  - Burnt Umber /Terra Ombra bruciata
  - Sap green / Verde vescica
  - French Ultramarine / Blue oltremare scuro
  - Cobalt / Blu cobalto
  - Ceruleum blue/Blue Ceruleum

- Pozzuoli Red/Rosso Pozzuoli
- Ivory black/Nero Avorio

- Cissors
- Rags to clean brushes
- 1 compass
- pencil:hb,2b
- eraser for pencil
- 1 sharpener
- White glue (small jar)
- **Square to draw lines**
- portfolio

These materials may be purchased at 19r, Salvini in Via degli Alfani 127r, Zecchi in Via dello Studio Rigacci in Via dei Servi; Lory in Piazza Frescobaldi 8r; Leoncini in Via Ricasoli 5

### **FINAL EXAM**

Students will be examined through individual critiques, portfolio of class exercises, project process, and presentation in a final critique.

### **LESSONS**

1. Introduction to course. Test: drawing on paper from selected images. We will shortly after the introduction and test go over to Salvini/Zecchi to buy material needed for the semester.
2. Theory of color design-color systems: (cold and warm), volume color 3d, subjective timbre (brightness, gradations) Color circle (primary-secondary, complementary). Exercises: Working with geometrical forms: quick and slow composition. Homework: static and circular composition.
3. Exercise: selection of color of master piece. Homework: new selection of color.
4. Visit Palazzo Pitti "Il Giardino Antico da Babilonia a Roma". Meeting point: main door of Pitti Palace, Piazza Pitti 1
5. Continue. Exercise. Still life in class. Homework: "The color of my face".
6. Still life in class
7. Exercises to develop the imagination, slides and demonstration of displacement.. Techniques to: add, enlarge, subtract, diminish, technique of the collage.
8. Continue exercises: mutation, graft. Using the technique of collage. Homework: the frottage.
9. A challenge to imagination: recycled material: work with "object trove" first personal project with recycled material, mixed media.
10. Work continued.
11. Final project to be discussed subject in class: design of t-shirt
12. Finish work.
13. Final Critique and Grading

Note: course exercises may be altered slightly based on level of the class.