

GONZAGA-IN-FLORENCE SYLLABUS

Course: VART 112 Design
Credits: 3 Credits
Instructor: Lucy Jochamowitz



Study Abroad, 502 E. Boone Ave, Spokane, WA 99258-0085 • (800) 440-5391 • www.gonzaga.edu/studyabroad • studyabroad@gonzaga.edu

Mon 3.35pm-6.15pm

OFFICE HOURS

by appointment
lucyjg@virgilio.it

PREREQUISITES

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 interest in Modern and Contemporary Art.

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 bidimensions (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 these 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 utility 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 OBJECTIVES

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".

LEARNING OBJECTIVES

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 as 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.

LEARNING OUTCOMES

- 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.

GRADING AND OTHER POLICIES

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.

EVALUATION & GRADING SYSTEM

25% Participation
25% Improvement
20% Assignments
30% Final Exam

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%

REQUIRED READING

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

COURSE OUTLINE & SCHEDULE

1 week

Introduction to the course.

We will shortly after the introduction go over to Salvini/Zecchi to buy materials needed for the semester

2 week

Theory of color design-color systems: (cold and warm) volume color 3d, subjective timbre (brightness, gradations)

Exercises: Working with geometrical forms: quick and slow composition

Homework: static and circular composition.

3 week

Theory of color design-color systems: Color circle (primary-secondary, complementary).

Homework: chromatic circle.

Exercise: selection of color of master piece.

Homework: new selection of color.

4 week

Visit Palazzo Bardini

Meeting point: Ponte alle Grazie/lungarno Serristori

5 week

Exercise. Still life in class.

Homework: "The color of my face".

6 week

Continue Still life in class.

Homework: still life: new composition, new color.

7 week

Exercises to develop the imagination, slides and demonstration of displacement techniques to: add, enlarge, subtract, diminish, technique of the collage.

Homework: new color fragment of painting (Library)

8 week

Continue exercises: mutation, graft. Using the technique of collage.

Homework: the frottage: collection of 8 samples.

9 week

A challenge to imagination: recycled material (frottage): work with "samples".

First personal project: Collage/frottage.

10 week mini project: design a cup taking inspiration of master piece. (power point)

11 week Final project to be discussed subject in class: design of t-shirt

12 week Final project in progress.

13 week Final project: t-shirt Finish work.

14 week Final Critique and Grading.

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

Material list

1. pencil H, HB

2. sharpener

3. brushes: 1cm round, 1cm flat, 1 point medium

4. scissors

5. compass

6. glue stick

7. paper: 2 Fabriano for drawing size 50x70cm, 4 Fabriano for painting

8. set of gouaches (tempera):

Primary yellow (lemon)

Cadmium yellow

Ochre

Pozzuoli red
Dark cadmiun red
Carminium red
Cobalt blue
Oltremarine blue
Smerald green
White
Black
9.Square (righa)
10. Portfolio
11.plastic palette<w
12.eraser
13.palette knife

Students must provide the materials for personal use.The professor will accompany the students to purchase the materials. Cost.77,70 E