

Gonzaga-in-Florence

Summer 2011

VART 112: FLORENCE AND A PAGE FORMAT, *The Principles of Design; Their integration and inventive use in documenting the student's Florence experience using camera, computer, and a pencil.*

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Course Description:

This foundation course will introduce the student to basic visual elements and principles of organization that serve as the foundations used to unify a two-dimensional artwork or three-dimensional sculpture.

A pictorial final project called a "Visual Book" will be created using the student's personal photos, word processing page layout programs, PowerPoint or Keynote programs and photo editing programs. Finished project will be presented as a hard copy PDF, a QuickTime movie, or as a Keynote or PowerPoint presentation. (Other creative presentation options are also out there.) The "Visual Book" will require an integration of text to image and an understanding of design theory and artistic qualities that go into the creation of a Visual Book. Each student will creatively package and present their Visual Book to the class and guests incorporating their personal development of, logo design, letterhead layouts and basic photo editing tools, all of which will be discussed during regular class times. Some discussion will include how to compose a photo and photo imagery that is appropriate to the student's purpose. One copy of this project will become property of the Florence program.

Class Structure and Requirements:

- *In the required sketchbook, collect ideas and images related to final product.*
- *Daily Backup required of computer projects and chosen digital images onto Thumb Drive.*
- *Attendance is required. Absences severely limit your ability to be successful.*
- *Arrive on time.*
- *Use classroom time effectively to work on design problems. Allow those around you to concentrate on their work.*

Grading :

- *25% of Grade ~ participation*
- *75% of grade ~ the overall concept, inclusion of all required components and presentation of the "Visual Book" in comparison to other participating students.*

Evaluation of work presented in final project:

- *Is the work conceptually inventive? Have you demonstrated a solid grasp of problem content? Is there a substantial engagement with ideas?*
- *Are the compositions visually compelling? Have colors been chosen well? Is the work well crafted?*
- *Was the overall concept clear and well defined? Are the photo images well chosen for their purpose?*
- *What was the nature of your learning process? Did you take risks? How many solutions did you invent for each problem?*
- *Did you use class time and field trips effectively, arriving on time and well prepared? How frequent and substantial were your contributions to classroom discussions?*

Student text, and required art supplies:

- Professor will create a Blackboard course as the main resource. Student may need to buy pencils, felt pens, glue and erasers.

Required by student:

- Sketchbook
- Book bag for supplies and sketch book
- A digital camera (see note on camera)
- A laptop or access to one during class (see note on laptop)
- PC Microsoft Word and PowerPoint Applications, or MAC Pages and Keynote Applications, or MAC Microsoft Office.
- At least a 2GB Thumb Drive

Getting Started:

This class will focus on digital media as the tool for resolving design problems and understanding the principles surrounding unified compositions. A secondary but important focus will be to successfully understand the basic design fundamentals that artists and sculptors of the Florence region used to impact a 2-dimensional form or a three-dimensional sculpture.

Course will include the study of basic design theory and will use the photos taken by the student experience as the point of discussion for those design theories. The student should develop a more sophisticated appreciation of an inventive use of composition, media and imagery and the design fundamentals used to enhance their final product, the Visual Book.

Tentative Schedule:**Week 1:**

- Introduction to course and objectives.
- Tuesday walking tour of the Florence "in close" region from the school.
- Discussion: Rule of Thirds: What makes a good photo?
- Take home test to be completed during class lecture throughout the summer session will be handed out.
- **Design Problem 1:** Using photographs taken incorporating a focus on line and texture, a gray scale business card with logo will be created.

Week 2:

- Monday will be used to review images taken that show a focus on shapes and value and a discussion of page formatting.
- **Design Problem 2,** Using photographs taken, and the business card created, with page format considerations, a letterhead will be created using a monochromatic color harmony.

Week 3:

- Monday will be used to review images of overall student experience with the goal being to divide the imagery into 5 categories. Example: school, travel, friends and free time, Florence, and the arts.
- Each category will be one section or chapter in the "Visual Book" and will have its own color harmony requirement.

- *Class time will be used to discuss the various color harmonies that are to be included.*
- *Student will create an outline of their project.*

Week 4 and 5:

- *Continued discussion of “Visual Book” considerations, font choices, text considerations, page layout from one page to the next....*
- *Class time will be used to continue the creation of said “Visual Book.”*

Week 6:

- *Final organization and completion of “Visual Book.”*
- *Each student will present their project during the last two days of class.*
- ***Final Class: Take home test provided during first week on the basic fundamentals of Design Theory turned in.***
- ***Final Class: 2 copies of final project turned in along with business card and cover letter created at beginning of semester. Cover letter will include the student’s outline of project, goals and overall impression of their Florence experience. The “Visual Book” can be turned in as a “Hard Copy, on a CD, or a Thumb Drive.***

Laptop & Camera requirements:

PC needs to have Microsoft Office on it, PowerPoint and Word.

MAC needs to have IWork with a Keynote and Pages Program or a MAC Microsoft Office Program.

Laptop needs to be current enough to have USB ports, wireless internet, charging cords with electric outlet adaptors suitable for Italy.

Camera should be small and portable. Camera will need a download cord to hook it up to a laptop for image output. Many digital cameras come with a photo program for the computer. These free programs may be suitable for the student’s needs.

Ideally, a Photoshop CS4 program would be great on the computer but not required. Professor will be providing a group licensed program that is called Photoshop Elements which will serve all the students needs in working with their photographs.

Both MAC and PC computers will need an Adobe Reader or Adobe Acrobat Program. Both applications are free downloads off of the Internet.

Fun Ideas! If the student has an iPhone, photos taken on the phone can be manipulated using an app called Photoshop.com Mobile, saved and emailed to student’s email account. There is also an iPhone app called Pano that will create panoramic photographs, linking them together seamlessly. I have heard the Droid also has great capabilities.

Resource Web Sites:

<http://get.adobe.com/reader/>

<http://psd.tutsplus.com/articles/inspiration/teach-yourself-graphic-design-a-self-study-course-outline/>

<http://www.creativepro.com/articles/class/how-to>

<http://www.tutvid.com/tutorials/>

<http://creativecurio.com/2008/05/the-elements-of-graphic-design-review/>

<http://www.adobe.com/designcenter/cs4/articles/videoindex.html#photoshop>
<http://www.stumbleupon.com/su/1TmpQl/www.smashingmagazine.com/2009/02/26/10-steps-to-the-perfect-portfolio-website/>
<http://www.davidairey.com/personal-logo-design-sketches/>
<http://www.barrettcreates.com/blog/personal-logo-design-sketches/>
<http://www.prezi.com>

Presentation Zen - Garr Reynolds

http://www.presentationzen.com/presentationzen/2006/06/the_power_of_th.html
http://www.miniature-earth.com/me_english.htm
<http://www.garrreynolds.com/Design/basics.html>

Lawrence Lessig Model on Presentation

http://www.presentationzen.com/presentationzen/2005/10/the_lessig_meth.html
<http://randomfoo.net/oscon/2002/lessig/free.html>
<http://identity20.com/media/OSCON2005/>