

**ARTS 1311
Design I**

Western Texas College

Course Description: An introduction to the fundamental terminology, concepts, theory, and application of two-dimensional design.

Any required prerequisites: no

- I. Student Learning Outcomes. Upon successful completion of this course students will:
 - A. Identify and apply the elements of art and principles of two-dimensional design.
 - B. Employ discipline specific vocabulary in the evaluation of two-dimensional design problems.
 - C. Demonstrate creative skill in aesthetic problem solving within assigned parameters.
 - D. Demonstrate an appropriate level of professional practice, including safety, craft and presentation.
- II. Major Course Requirements
 - A. Major Requirement 1: Satisfactorily complete all assigned preparatory work and research (40% of final grade).
 - B. Major Requirement 2: Complete all assignments staying within specific parameters and submit within the deadlines (40% of final grade).
 - C. Major Requirement 3: Participate in class discussions and critiques (10% of final grade).
 - D. Major Requirement 4: Midterm and final quizzes covering terminology, theory, and practice; and a Digital Portfolio (10% of final grade).
- III. Books and Course Materials
 - A. Required Books: No Textbook is required for this course.
 - B. Required Materials: Required Materials are listed in the first day hand out.
- IV. Other Policies, Procedures and important dates. Please refer to the [WTC Catalog](#) for the following:
 - A. Campus Calendar
 - B. Final Exam Schedule
 - C. How to drop a class
 - D. Withdrawal information
 - E. Student Conduct/ Academic Integrity
 - F. Student with disabilities
- V. Weekly Calendar

WEEK 1	Introductions, syllabus, buy supplies Word Illustration Exercise Black Square Exercise
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WEEK 2	Project #1: Design Elements: Word Illustration SB # 1: Vocabulary Research
WEEK 3	Finish Word Illustrations Project
WEEK 4	Rule of 3rds/ Golden Mean/ Grids Balancing Act Group Exercise SB # 2: Object overlap
WEEK 5	Project #2: Shape Play & the Grid SB # 3: Grid Doodle
WEEK 6	Finish Shape Play Project
WEEK 7	Project #3: Alphabet Illustration SB # 4: Style variation(1-5)
WEEK 8	Alphabet Illustration Continue Mid- Term Quiz
WEEK 9	Finish Alphabet Illustration SB # 4: continuation (6-10)
WEEK 10	Color: # 5 SB color wheel Color swatch Exercise
WEEK 11	Color: Bezold effect, Simultaneous contrast, color Interactions SB # 6: Animal designs
WEEK 12	Color Schemes exercise Project #4: Animal Illustration
WEEK 13	Continuation Animal Illustration
WEEK 14	Continuation Animal Illustration
WEEK 15	Finish Animal Illustration Digital Portfolio create Portfolio reviews
WEEK 16	Final Exam

Disclaimer: Schedule and content is subject to change at the instructor's discretion.

Last Modified/Reviewed: March 1, 2019