

Undergraduate Seminar:

Elements and Principles of Design

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Course Goals

- Understand your own art-making
- Understand the historical context of your work
- Understand the components of design (elements and principles)
- Be able to discuss and evaluate designs
- Understand the limits and opportunities of various materials and processes
- Use the language of design to discuss your work
- Use English to discuss your work

Part 1: 7 weeks

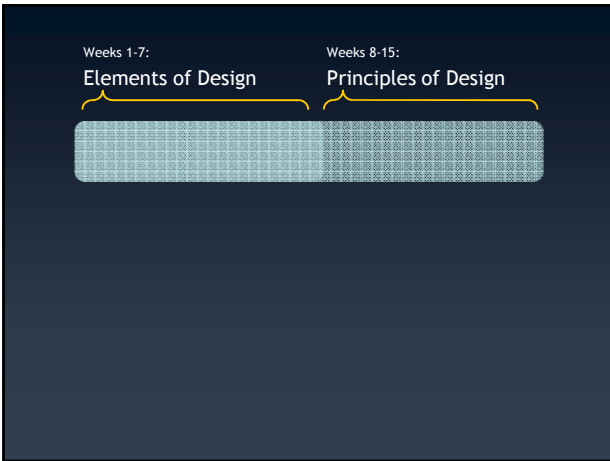
Elements of Design

- The design process
- Successful Design
- The influence of materials on design
- Line
- Shape and mass
- Space
- Texture and pattern
- Color

Part 2: 8 weeks

The Principles of Design

- Rhythm
- Emphasis in Design
- Balance
- Proportion and scale
- Variety and unity in design
- Structure and decoration
- Final Examination



How to think about this course:

teacher = guide

student = explorer

Your success will depend on how well you explore

How to teach and learn as a team

This class will be different than what you are used to

You will *learn* and *teach* in this class

Teaching and Learning: 2 views

Traditional Teaching:

The teacher...

- Teaches students
- tells the students what to do
- Gives each student the same assignment
- Tests students ability to memorize and understand
- Is always correct!

Traditional Learning

The student...

- Learns from the teacher.
- Does what the teacher says.
- Does the same assignment as each student
- Proves what they know.
- Is only correct if the teacher says so.

Teaching and Learning: 2 views

Responsible learning:

The student...

- Explores on their own
- Seeks guidance from the teacher.
- Shares knowledge with each other.
- Takes responsibility for what they need to do and know.
- Helps the class **BUILD KNOWLEDGE**

Traditional Learning

The student...

- Learns from the teacher.
- Does what the teacher says.
- Does the same assignment as each student
- Proves what they know.
- Is only correct if the teacher says so.

Teaching and Learning: 2 views

Traditional Teaching:

The teacher...

- Teaches students
- tells the students what to do
- Gives each student the same assignment
- Tests students ability to memorize and understand
- Is always correct!

Responsible Teaching

The teacher...

- Guides & supports the student
- Allows the student to explore
- Trusts the student to manage their learning.
- Listen's to the opinions and ideas of students
- Helps the class **BUILD KNOWLEDGE**

You need to take responsibility for *what* you learn, and *how* you learn

How to think about this course:

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student = explorer

Your success will depend on how well you explore

Introduce yourself to your partner

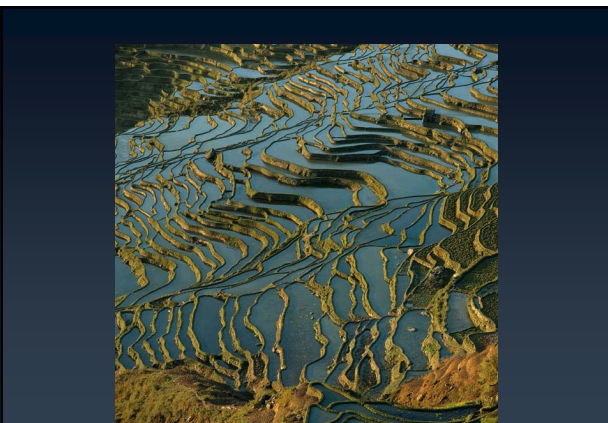
1. Why are you taking this course?
2. What do you want to learn from this course?
3. What kind of art or art-making are you interested in ?
4. Do you like learning in English?
5. What are you planning to major in?
6. What do you want to learn in this course?

Why do you think people create art?
What is design?

What is design?



Is design something we see in nature around us?



Is design humankind changing the landscape?



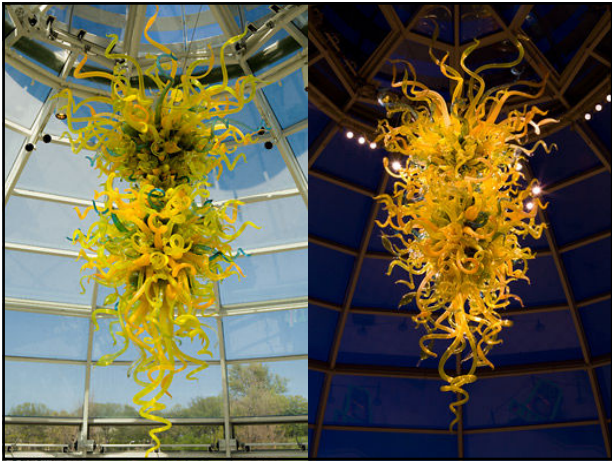














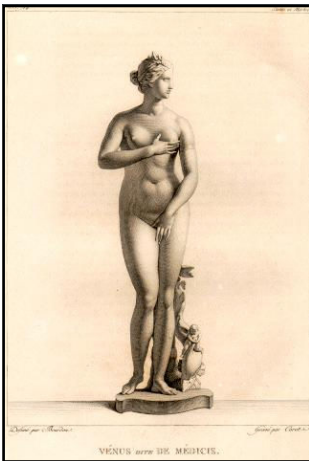
Vincent Van Gogh, Sunflowers, 1888

What is design? Design = Beauty
Design = Function
Design = Process
Design = ?

Why do people create art?

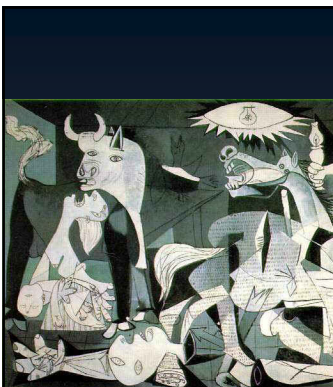
Traditional view of beauty: Beauty was the ultimate good (Greek)

Contemporary view: art represents the wholeness of life; all parts of human life



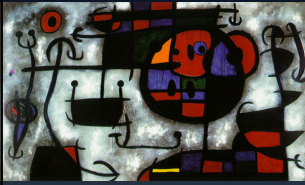
Beauty was the ultimate good

Venus de Medici



All parts of humanity

Guernica (detail), Pablo Picasso



Juan Miro, La Leçon de Ski



Katherine Finnerty, Cups and tray

What is the difference between these two works?

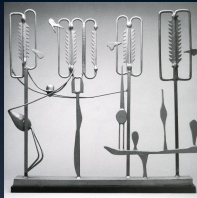
What makes one 'art' and the other 'design'?



Communication

Verbal (what we say)

Non-verbal (body language, images, sounds, smells, tastes)



Visual Language

Communication through symbols and images

What is design?

Design = Beauty

Design = Function

Design = Process

Design = ?

Design

Process

Organization

Selection

Planning



Subject → **Form** → **Content**

horse

Painting,
carving
ink

“The
message”

Evaluation

Attendance 10%

Participation 20%

Assignments 70%

Team teaching (Design process) = 10%

Team teaching (Elements of design) = 30%

Team teaching (Principles of design) = 30%

Team Teaching (Design Process)

Goal to learn and teach the three basic steps of designing:
Thinking, Looking, and Doing.

Procedure

1. Divide into research groups. Complete the tasks for your group.
2. Compare notes and research with your group. Decide what needs to be taught.
3. Divide into Teaching Groups. Share the information and findings of your research groups.

Today:

1. Form groups
2. Exchange contact information with your group.
3. Decide on responsibilities.

Homework:

1. Read topic; complete the research tasks.

Next week:

1. Compare findings with your research group.
Prepare teaching materials.

How to think about this course:

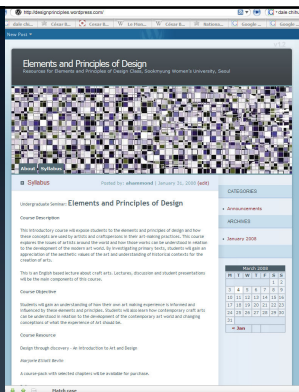
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www.designprinciples.wordpress.com
