

Common Course Outline

ARTD 110

Two Dimensional Design

3 Semester Hours

Community College of Baltimore County

Description

ARTD 110 — 3 Credits — Two Dimensional Design explores the elements and principles of design as applied to visual communication. Traditional and digital media are introduced as students work through a variety of visual design projects. Concept development and creativity are emphasized. This course is designed to prepare students for intermediate-level visual arts courses in both transfer and career programs in art, design, and interactive media.

3 Credits; 2 lecture hours per week; 3 laboratory hours per week

Prerequisites: ACLT 052 or ACLT 053 or permission of program coordinator.

Overall Course Objectives

Upon successful completion of the course the student will be able to:

1. define and identify basic design terms;
2. apply the stages of the design process to his/her approach to design problem-solving;
3. use elements and principles of design in the production of images that convey the intended message;
4. identify and produce examples of figure ground relationships, illusionism, spatial ambiguity, and equivocal space;
5. identify and produce value transitions and shape transitions from 2-D to 3-D illusion;
6. produce accidental textures and shapes, and employ them in construction of specific effects;
7. redesign a representational or realistic image by stylization and abstraction;
8. arrange dissimilar elements to create a sense of unity;
9. identify and describe careers in the field;
10. identify major styles of design;
11. explore the use of icon, symbol, and sign;
12. identify and collect professional examples of concepts;
13. develop critical skills in evaluating the effectiveness of design and composition in visual communication; and
14. create and maintain a portfolio.

Major Topics

- I. Communication theory as related to design
 - a. Types of visual language
 - b. Media as channels

- c. Code and context
- II. Craftsmanship and tools
 - a. Materials and techniques
 - b. Proportioning
- III. The design process
 - a. Defining the steps of theoretical model
 - b. Applying steps, including thumbnails, roughs, and comprehensives
- IV. Art elements and principles
 - a. Identifying and applying basic elements of line, shape, volume, space, light and dark, color, texture
 - b. Identifying and applying principles of visual organization, including balance, figure-ground, repetition-variation, rhythm, unity, contrast, and focal point
 - c. Controlling spatial perception: size, position, overlap, texture gradient, lighting, color contrast, atmospheric perspective, linear perspective
- V. Perception and two-dimensional principles
 - a. Gestalt formation and its relationship to visual communication
 - b. Intellectual vs. visual unity
 - c. The interrelationship between form and function
 - d. Law of parsimony, or simplicity
 - e. Contrast
 - f. Kinesthetic projection
 - g. Grouping and attraction
 - h. Shape character recognition
 - i. Sequencing and transitions in time
- VI. Introduction to typography
 - a. Relating image and type
 - b. Formal qualities of type
 - c. Grids

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

- A design samples collection containing a minimum of fifty examples
- A minimum of six projects incorporating creative concept development and the design process

Writing: The individual faculty member will determine specific writing assignments based on the major topics listed above.

Other Course Information

This course is a foundation/core course within the Institute of Art, Design, and Interactive Media. Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.