ART A118: VISUAL COMMUNICATION 1

Item	Value
Curriculum Committee Approval Date	12/08/2021
Top Code	103000 - Graphic Art and Design
Units	3 Total Units
Hours	108 Total Hours (Lecture Hours 27; Lab Hours 81)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Introduction to illustrating design concepts and the industry standard graphic language of design. This is a foundation course with the focus on preparing students to excel in Entertainment Art, Industrial Design, Product Design, Architecture and Interior Design. Students in this course will develop the fundamentals of line weight, constructive drawing, xyz sectional drawing, lighting, applied perspective, surface materials and graphic presentation. Media includes pen, marker, colored pencil, pastel and digital tools. ADVISORY: ART A120. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate the ability to visualize light, shade, and reflections in rendering various three-dimensional objects to solve design and illustration problems.
2. Create an art portfolio demonstrating the use of various art media, materials and papers.
3. Demonstrate the ability to visualize and illustrate accurately different textures on various surfaces.

Course Objectives

• 1. Visualize light, shade, and shadow in rendering various three-dimensional objects imagined and observed.
• 2. Explain and demonstrate 1 and 2 point perspective drawing.
• 3. Explain and demonstrate perspective of cylinders.
• 4. Correctly use line weights as indications of size and depth of detail in design drawings.
• 5. Render matte, shiny, and reflective surfaces of objects in the appropriate style of design drawings.
• 6. Demonstrate the correct formatting and notation styles of design drawings.
• 7. Demonstrate the Industrial Design style of illustration used as the industry standard for Entertainment and other industries.
• 8. Create portfolio samples showing the use of various art media, materials and papers.

Lecture Content

Introduction to Graphic Techniques Applications Theory Stylistic observations Historical examples Evolution Technology 1 2 point Perspective Drawing Measuring Point Perspective Drawing Perspective of Cylinders Perspective of Spheres Shading of Drawings Visualization Value dimension Shadows on Boxes Visualization 2D 3D realism Highlights on Forms Visualization 2D 3D Reflections on Forms Visualization 2D 3D Color Renderings From Objects Material Representation Renderings Color Renderings From Design Idea Design Sketch Preliminary idea Materials Style purpose Final Presentation Design Execution Evaluation Critique effectiveness

Lab Content

Use of Materials Graphite Pencil Composition Lines Set up lines Perspective lines Colored Pencil Design Iteration Shading Notation Background Blocks Pen Lines Appropriate Line Weights Silhouette Notation Writing Marker Shading Base Color Background Blocks Notation Lay in Lines Pastels Highlights Gradiation Hot spots Papers Bond Marker Canson Grays Canson Colors Tracing Digital Tools TBD by ARRs

Method(s) of Instruction

• Lecture (02)
• Lab (04)

Instructional Techniques

Video presentations, in-class demonstration, lecture with slides, student critiques

Reading Assignments

Online reference study to prepare for drawing and design assignments. 1 hour per week.

Writing Assignments

Design language research and analysis based on reference study. .375 hours per week.

Out-of-class Assignments

Completion of drawing and design assignments started in class. 2 hours per week.

Demonstration of Critical Thinking

Class and homework assignments using design thinking and analysis to develop unique solutions to prompts; skill tests

Required Writing, Problem Solving, Skills Demonstration

Class and homework assignments, skill tests, group critiques of student work

Eligible Disciplines

Art: Masters degree in fine arts, art, or art history OR bachelors degree in any of the above AND masters degree in humanities OR the equivalent. Note: "masters degree in fine arts" as used here refers to any masters degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy. It does not refer to the "Master of Fine Arts" (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Masters degree required.

Other Resources

1. Selected handout materials to be provided and distributed by instructor.