INSTRUCTOR:        Leslie Fletcher
DAYS / TIME / CLASSROOM:        M – W / 6:30 - 9:00 PM / room 8
HOME PHONE:      610-432-0603
E-MAIL:        lfletcher@moravian.edu

COURSE DESCRIPTION:

An introduction to the theory and application of two dimensional design as it applies to the creation of pictorial space. Students will be guided through a series of weekly and bi-weekly projects in visual expression, introducing them to the formal elements of design: line, shape, value, color, and space and the principles of organization: harmony, variety, balance, proportion, scale, dominance, movement, and economy in a variety of concepts, mediums, and techniques.

TEXT:

A text will not be required. I will bring a variety of texts to class, which may be used during class or signed out by students for longer periods of time.

CRITIQUES:

At the end of each project there will be a major critique during which each student’s project solution will be pinned to the studio wall as a group. The instructor leads, with full student involvement, a discussion in which the work of each student is assessed in terms of: meeting the projects objectives (technically, formally, and conceptually), originality and creativity, degree of involvement, problem solving ability, craftsmanship, and presentation. Learning to analyze one’s own work and the work of others is as important a skill as making the work. There will also be many individual and small group preliminary critiques.

GRADING:
Each project must be successfully completed in order to receive credit for the course. Final grades will be based on: work done both in and out of class, meeting the projects objectives, level of achievement, creativity and imagination, craftsmanship, and presentation. Class participation and attendance are major considerations when assigning grades. How well you prepare for class, work during class, and actively participate in critiques and discussions will influence your grade.

THE FOLLOWING MEANINGS ARE ASSIGNED TO GRADES:

A. Superior: 93-100,  A-  91-92
   Scholarship: strong exceeding requirements of instructor
   Initiative: contributions exceeding the assignment, showing independent resourcefulness
   Attitude: positive, beneficial to class
   Individual Improvement: continually developing

B. Good - Above average:  B+  88-90,  B  84-87,  B-  81-83
   Scholarship: accurate and complete, meeting all requirements of instructor
   Initiative: good, meeting requirements of assignments
   Attitude: proper, beneficial to class
   Individual Improvement: shows signs of progress, responds positively to criticism

C. Average:  C+  78-80,  C  74-77,  C-  71-73
   Scholarship: barely meeting requirements of instructor
   Initiative: uncertain, apparent only at times
   Attitude: generally neutral, but not objectionable
   Individual Improvement: not showing signs of progress, not responding to criticism

D. Below average, yet passing:  70-61
   Scholarship: not meeting requirements of instructor,
   Initiative: not meeting requirements of assignments, not completing assignments
   Attitude: indifferent, possibly objectionable
   Individual improvement: not noticeable

F. Completely unsatisfactory:  60 and below

Students will receive in-progress grades throughout the semester:

Assigned projects, in studio work 85 %
Attendance and Class participation 15 %

ATTENDANCE:
All students must attend all classes and required lectures. Poor attendance and or consistent tardiness could negatively impact a project's grade, and by extension your overall course grade. Class participation and attendance are major considerations when assigning grades for projects and final grades. How well you prepare for class, work during class time, and participate in critiques and discussions will influence your final grade. Work that is late due to illness, or other emergencies, will not be penalized. A doctor’s excuse, notification by the health center, or some other form of written notification (an e-mail) is necessary for all absences. Without some form of written excuse you will receive an unexcused absence. Students are responsible for assignments given on a day when they are not in class. All missed work must be made up within a reasonable amount of time.

STUDENTS with DISABILITIES or SPECIAL NEEDS:

Students who require accommodations for this course must first contact the Office of Learning Services (for learning disabilities and/or ADD/ADHD) or the Counseling Center (for all other disabilities). Please do this as soon as possible so that we may have a dialogue as to your needs and the recommended accommodations.

STUDIO:

Students are responsible for the studio and equipment. Please get into the habit of cleaning up after yourself at the end of each work session. No personal listening devices are allowed in class. Turn off cell phones before class begins.

LECTURES and TRIPS:
During the course of the semester you will be required to attend an on-campus art event and one off-campus (generally a bus trip to NYC to visit museums and galleries) art event and write a short (200-300 word) paper on one of these events in addition to your design project requirements. The paper is generally due one week after the date of the event. Types of events include Gallery Openings, Forums and Bus Trips. Gallery Openings are public events which occur at some point during the course of each Gallery Exhibition. These generally include a short talk by the artist being shown or the curator of the exhibit. Forums may feature slide talks by art department faculty, visiting artists, art historians, critics, and/or art professionals such as conservators, illustrators, and art editors. The Bus Trip is usually to New York City, where we might start the day viewing classic works at the Metropolitan Museum of Art and finish by experiencing cutting edge work made yesterday and exhibited in Chelsea.

Dates for Events this semester:

- Lucy Gans, "In Our Own Words", a multimedia installation in the Zoellner Multimedia Gallery and
  Lucy Gans, "Drawings and Sketches", In the Girdler Gallery, University Center, both at Lehigh University from August 29 to October 28
- Janet Fish, "An American Master", Paintings in the Zoellner Main Gallery and Prints in the DuBois Gallery of Maginnes Hall, Lehigh University from August 29 to October 28
- "Heft, Fletcher, Haas: Recent Work", at the Martin Galleries, Muhlenberg College from August 29 to September 29

Date for bus trip to Philadelphia: tentative: bus trip to visit the Renoir Exhibit at the Philadelphia Museum of Art and the Barnes Foundation, Sunday November 18

Date for Bus Tip to NYC: tentative: Friday November 2

Note: I must receive all papers by Wednesday November 28. I prefer to receive them as hard copies as opposed to e-mail attachments. The papers will not receive a grade, but will count toward the class participation portion of your grade. Not handing in a paper will seriously jeopardize this portion of your grade.

MATERIALS LIST: COLOR (ART 141) L. Fletcher

Note: All materials will be provided for students. A fee will be charged to cover the cost.

all purpose white pad, (18 x 24 inches 80lb. Minimum weight)
portfolio (may be cardboard, app. 24x31 inches)
container for materials (box, tool kit, etc.)
black construction paper
black ball point pen, black Sharpie pen, black wide-tipped pen (varied thickness)
illustration board - cold press - two (2) 20 x 30 inch sheets to start with
white glue, rubber cement, or glue stick
scissors,
matt or exacto knife
24 inch metal ruler (up to 36 inches)
45/90 degree 8 to 10 inch drafting angle
roll of 3/4 inch drafting tape (any low tack tape)
eraser (soft white) and kneaded eraser
graphite pencil(s) (HB, B, 2B)
8 thumb tacks or pushpins
acrylic paints:  
  titanium white,  
  mars black,
  cadmium medium yellow hue,  
  cadmium orange hue
  cadmium medium red hue,  
  ultramarine blue,
  thalo blue,  
  thalo green,
  quinacridone magenta,  
  deep violet
note: Liquitex Heavy Body Acrylics and/or Liquitex Basics, Golden Heavy Body Acrylic Paints, also, Blick Artist's Acrylic, and Winsor Newton Galeria Acrylics
brushes:  
  no. 6 & 8 round, soft bristle brushes (app. 1/8 & 3/16 inches in diameter)  Sceptre 404
  nos. 4,5, & 6, flat, soft bristle brushes (app. 1/4, 3/8, & 1/2 inches in width)  University Bright
2 palette knives (trowel shape, may be plastic)
water container
disposable pallette (for acrylic paint) or freezer paper
containers for storing paint (small resealable jars, such as film canisters)
spray atomizer (for wetting acrylic paints)

OPTIONAL MATERIALS:
cutting matt
set of color markers (with or without a thin and a thick end)
french curve (various drafting devices)
mechanical pens and/or pencils
extra blades for matt or exacto knife
container for brushes

Area art supply stores may give a 10% student discount. Bring your student I.D. and your materials list with you.

Suppliers:  
Dick Blick Art Store  
3152 Lehigh St.  
(at the South Mall)  
Allentown, PA  
Phone: 610-965-6051
A. C. Moore Co.  
2633 MacArthur Road  
Whitehall, PA  
Phone: 610-264-4003
Michael's Art & Crafts  
1911 Whitehall Mall  
Whitehall, PA  
Phone: 610-231-0522

There are several other suppliers in the area.

COURSE OUTLINE  
COLOR (ART 141)  
Fall 2007  
L. Fletcher

Days  Dates  Assignment
M AUG 27 Introduction to course / materials

**Introduce:** Line Project: working with the physical and expressive properties of line and an introduction to composition: directionality, movement, rhythm, repetition, variety, harmony, unity, etc.

Reading: Line, Movement, and Visual Organization (composition)

W AUG 29 Continue: Line Project

M SEPT 3 No Class: Labor Day Recess

W SEPT 5 Critique: Line Project

M SEPT 10 **Introduce and Begin:** Shape Project: understanding and working with shape (both positive and negative) and positive and negative space; in composition we will be studying balance, rhythm, emphasis, repetition, variety, economy, and scale and proportion

Reading: Shape, Movement, Surface, and Visual Organization

Due: Line Project

W-M SEPT 12, 17 Continue: Shape Project

W SEPT 19 Critique: Shape Project

M SEPT 24 **Introduce and Begin:** Value / Space Project: working With the grey scale, value keys, local value, shape, spatial recession, and over-lapping planes; also continued compositional experimentation

Reading: Value (light), Space (depth)

Due: Shape Project

W-M SEPT 26, OCT 1 Continue: Value / Space Project

W OCT 3 Critique: Value /Space Project

M OCT 8 No Class: Fall Recess

W OCT 10 **Introduce and Begin:** Color Project 1: an introduction to understanding and working with Hue, Value, and Intensity, combined with compositional experimentation

Reading: Color & Composition

Due: Value / Space Project

M-W OCT 15, 17 Continue: Color Project 1

M OCT 22 Continue: Color Project 1

W OCT 24 Critique: Color Project 1

M OCT 29 **Introduce and Begin:** Color, Project 2: further study in Hue, Value, and Intensity and an introduction to understanding and working with Color Systems; continued compositional experimentation

reread: Color, Composition, Content & Style

Due: Color Project 1

COURSE OUTLINE, cont. COLOR (ART 141) Fall 2007 L. Fletcher

Days Dates Assignment

W-M OCT 31, NOV 5 Continue: Color Project 2
W-M    NOV  7, 12  Continue:  Color  Project 2
W       NOV  14  Critique:  Color  Project 2
M       NOV  19  Introduce and Begin:  Color  Project 3, Expression:
                learning to use color and shape expressively and
                conceptually through depicting the four seasons: Spring,
                Summer, Autumn, and Winter
                Reading:  Expression, Texture & Pattern
               Due:  Color Project 2
W       NOV  21  No Class:  Thanksgiving Recess
M-W     NOV 26, 28  Continue:  Color Project 3
W       NOV  28  Response Papers Due, last day they will be accepted
M-W     DEC  3, 5  Continue:  Color Project 3
M       DEC 10  Final Critique: Color Project 3 Due
                Last day of class
W       DEC 12  Last day to hand in projects

This outline is a guide and may be subject to change.

NOTE:  Students who undertake projects which are larger or more involved than
that which is normally undertaken by the rest of the class may receive extended
working time.

ATTENDANCE AT ALL CRITIQUES IS MANDATORY.  If you are absent without a
doctor's excuse or some form of written explanation (e-mail), you will receive a
partial grade reduction of up to 10 points for the assignment.  If you attend the
critique but do not hand in your work, you will receive up to a 4 point reduction for
each class that the work is late.  All problems may be resubmitted if you choose to
rework them after they are graded.  You have two (2) weeks to do so.

SAFETY PROCEDURES:
1. Read, understand, and follow all recommendations for health and safety precautions labeled on products.

2. Read, understand and follow all manufacturer recommendations for the proper use of products, materials, and tools.

3. Always follow all recommended studio rules and procedures.

4. Wear proper protective eyewear; dust masks, protective clothing, etc. as indicated.

5. Do not operate tools or equipment without being instructed in their proper and safe use.

6. Do not use materials without being instructed in their proper and safe use.

7. Always work in a well ventilated, well lighted, and safe workplace.

8. Report any unusual incident with materials, tools or equipment immediately to the instructor and to the College's nurse.