

ARTD 110

Two-Dimensional Design

3 Credits: (2 hours lecture, 3 hours lab)

Community College of Baltimore County
Common Course Outline

Description

ARTD 110 – Two-Dimensional Design: is a course that explores the elements and principles of design. 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 art and design courses in both transfer and career programs in art and design.

Overall Course Objectives

Upon completion of this course, students will be able to:

1. employ art elements and principles of composition in the production of images that convey intended themes and content;
2. apply Gestalt principles in art and design projects;
3. use spatial illusion in art and design projects;
4. demonstrate simultaneous contrast in art and design projects;
5. combine paint to achieve desired intensity, hue, and value;
6. investigate diverse cultural and psychological associations of color and symbol in student projects;
7. regulate the hue, saturation, and brightness of colors in digitally created images;
8. utilize appropriate traditional and digital tools in art and design with college-level craft and presentation;
9. apply stages of the design process in art and design projects;
10. research cross-cultural fine and applied art topics; and
11. critique art of fellow students and professionals at a college level.

Major Topics

- I. Art Elements
 - a. Positive and negative space
 - b. Formal elements including line, shape, value, hue, actual texture, implied texture, implied volume, and implied motion
 - c. Mark making, found elements, and gesture
- II. Principles of Composition
 - a. Balance including symmetry, asymmetry, radial, and approximate symmetry
 - b. Scale and proportion
 - c. Unity and variety
 - d. Emphasis and focal points
 - e. Contrast
 - f. Repetition
 - g. Motif

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For more information, see your professor's syllabus.

- h. Rhythm
- III. Content and Meaning
 - a. Cultural and psychological color associations
 - b. Thematic content
 - c. Iconography
 - d. Symbols
 - e. Narrative
- IV. Gestalt Principles
 - a. Figure/ground
 - b. Closure
 - c. Proximity
 - d. Pragnantz
 - e. Continuity
 - f. Common fate
 - g. Common region/grouping
- V. Spatial Illusion
 - a. Overlapping and placement
 - b. Scale
 - c. One, two, and three-point perspective
 - d. Isometric perspective
 - e. Atmospheric perspective
 - f. Line weight
 - g. Receding and advancing color
- VI. Tools and Materials
 - a. Image resolution management
 - b. Digital color management
 - c. Paint, prints, and pigment-based color mixing
 - d. Collage materials/mixed media
- VII. Color Theory
 - a. Additive and subtractive color
 - b. Simultaneous contrast
 - c. Color harmonies including complementary, triadic, split complementary, tetradic, and analogous
 - d. Hue, value, intensity
- VIII. Craft and Process
 - a. Thumbnail sketch
 - b. Formative critique
 - c. Evaluative critique
 - d. College-level presentation of projects
- IX. Diverse Art Historical and Contemporary Examples of Fine Art and Applied Design
 - a. Design in our everyday world
 - b. Art and design careers
 - c. Cross-cultural design
 - d. Diverse examples

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

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- seven major art and design projects with college-level craftsmanship
- ten exercises that demonstrate competency in design which may include sketchbook activities, classroom projects, and team-based activities
- three research assignments which may include a class presentation, sample collections, and visual responses

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

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