



Course Prefix/Number: ART 120 - 02
Course Title: 2D Design
Core Course: GDES Majors
Class Meeting Times: 15:30PM – 16:45PM
Instructional Modality: Onsite
Class Location: G223
Credit/Lecture Hours: 3
Zoom ID: 988 000 9880

Instructor: Dr. Fahad A. Dhawi
Office Location: G329
Office Phone: 1802040-3633
E-mail: fdhawi@auk.edu.kw
Office Hours: MW 11:15am – 12:30pm
Office Hours: MW 3:30pm– 4:00pm
Office Hours: UT 1:15 – 2pm
Zoom Personal Meeting:
<https://auk.zoom.us/j/9880009880>

AUK Mission Statement:

The Art and Graphic Design Department degree program offers a balance of theory and practice in the art and science of visual communication. The program cultivates cultural and aesthetic sensibilities while emphasizing critical thinking, analysis, and problem-solving through the teaching of design history, methodology, and technologies to produce designers capable of producing meaningful designs in a diverse global community.

College of Art & Science Mission Statement:

The College of Arts and Sciences, under the mission of the University, is committed to cultivating life-long learning that empowers men and women to pursue not only technical competency in professional fields, but also self-awareness, a sense of civic and moral responsibility, and breadth of vision in the tradition of Liberal Arts Education. The College offers excellent undergraduate programs leading to Bachelor's degrees (B.A., B.B.A., B.E., and B.S.). It expects to offer graduate education leading to Master's degrees in selected fields in the future.

Art & Graphic Design Department Mission Statement:

The Art and Graphic Design Department degree program offers a balance of theory and practice in the art and science of visual communication. The program cultivates cultural and aesthetic sensibilities while emphasizing critical thinking, analysis, and problem-solving through the teaching of design history, methodology, and technologies to produce designers capable of producing meaningful designs in a diverse global community.

Catalog Course Description:

This is an introductory studio course investigating the basic elements and principles of the visual arts in two-dimensional media and form.

Course Objectives

The objective of this course is to teach students how to work confidently and creatively with shape and color and how to explore them in two-dimensional design. It lays a solid foundation in dependable methods for creating meaningful and imaginative solutions to visual communication problems. The activities in the course go beyond identifying creative ideas; they analyze the connection between ideas and spatial relationships by looking at shapes and color and how they relate to each other. While underlining basic design elements and principles and the influence of art history on design, the assignments emphasize personal conceptual methods of problem solving and the diversity of options and potential approaches in discovering the language of art and design. Assignments cover different aspects of the creative communication process. Class time will be devoted to lectures, projects, and critiques where self-analytical judgment will be developed. The regular use of a sketchbook is mandatory as well as the development of good studio work habits. The course will also introduce the history of art and graphic design with research, writing, and presentation assignments.

Course Learning Outcomes:

Upon completion of ART 120 students will be able to:

- Name and apply the basic elements and principles of art and design.
- Use appropriate terminology to critically analyze two-dimensional work.
- Recognize the influence of art historical periods and movements on art and design.
- Create meaningful and imaginative solutions to visual communication problems.
- Skillfully use shape and color to express emotions, concepts, and information.
- Integrate presentation and craftsmanship with the use of materials, form and concept.
- Use creative problem-solving skills including research, ideation, sketching and support drawings to plan a design.
- Demonstrate how to use an assortment of art and design tools that require hand and eye coordination.

Course Delivery/Methodology:

For this course we will be meeting Online/Onsite two days per week and material will be presented through demos/lectures/videos/readings done ahead of time, etc. All course material will be posted on Moodle, which can be accessed at <https://lms.auk.edu.kw/>. All assignments must also be submitted through Moodle. You will be completing the following evaluations for this course: assignments, a paper submitted on Turnitin, quizzes, presentations, etc. To

successfully complete this course, you must complete the readings ahead of time, post regularly on the discussion forum, actively participate in class discussions, do all assignments, presentation, and the paper, etc. by the posted due dates and times.

Required Textbook:

Pentak, Lauer, *Design Basics*. Cengage Learning, eBook format
ISBN: 978-1-305-53472-8

Recommended/Supplemental Readings:

Itten, Johannes. *The Art of Color*. Translated by Ernst van Haagen. New York, NY: Van Nostrand Reinhold, 1966. ISBN:0471289280.

Additional reading materials, websites, videos, applications, etc. will be posted on Moodle.

Evaluations and Grading:

The final grade for this course will be determined based on completion of the following evaluations:

Evaluation Type	Weight
Pre-Test, Post-Test (not graded)	2
Participation	8
Chapter Presentation	10
Artwork Paper	10
7 Assignments	70
Total	100%

Evaluations should be submitted through Moodle rather than email. Your physical assignments will also be collected within one week of the due date.

Evaluation Criteria

Projects assigned during the semester will be based on the techniques and principles demonstrated in class. There will be class time to work on projects but also expect to work approximately six hours a week outside studio time to complete assignments. Group reading/presentations will also count towards your final grade. All assignments and projects will be based on the following criteria:

Technical

- a) Understanding and ability to use techniques demonstrated in class.
- b) Ability to follow all directions given.
- c) Attractive, clean, and professional work.

Creative

- a) Demonstration of creative thought.
- b) Other criteria may apply depending upon the project. Failure to follow project instructions, lack of required elements will result in point deductions specified for each project.

Evaluations

Pre-Test, Post-Test (not graded) (2%):

An ungraded evaluation method to assess what you know what you know coming into the course and comparing it to what you know after completion of the course.

Participation (8%):

You are expected to attend every class, and to actively participate in classroom activities. This includes taking notes, discussing issues, forum participation/posting, group projects, remaining reasonably attentive and responsive, etc. 8% of your Final Grade is based on class participation.

Chapter Presentation of one textbook chapter (10% of Final Grade)

All students are required to present a **five** minute lecture on one of the chapters of the required textbook, *Design Basics* (if there are more students than chapters, you might be able to present a chapter with 1-2 partners – see sign-up sheet in class and talk to your instructor). In your presentation, you must give a short summary of all vocabulary and ideas in your chapter. Student presentations must show a minimum of **five** images of artworks, **not from the textbook**, that can be used as examples of the vocabulary and ideas presented in your chapter (although more are welcome and you should also include images such as diagrams, charts, etc.). Please use PowerPoint or similar program to create your presentation. Also, be prepared for questions from the instructor and/or other students about your chapter.

Use your Art History textbook as well as the textbook for this course to research artists. Of course, you can also use any search engine, such as google, to research artists too. Don't just use the very first artwork that pops up. It would be best to go to professional museum websites or other trusted websites to find out the correct information about artists and their artwork.

Reliable information about artwork can be found on museum websites such as:

<https://www.moma.org/>

<https://www.metmuseum.org/>

<https://www.artic.edu/>

<https://www.npm.gov.tw/en/>

<https://www.uffizi.it/en>

<https://www.britishmuseum.org/>

<https://m.musee-orsay.fr/en/home.html>

<https://www.louvre.fr/en>

<https://www.louvreabudhabi.ae/>

But there are many more, avoid websites that sell cheap posters as they often have missing or worse, incorrect information.

RUBRIC:

Correct Format:	20%
Organization:	20%
Subject Knowledge:	20%
Verbal Presentation:	20%
Visual Presentation:	20%
Total:	100%

Correct Format (cover all information from the correct chapter, include at least 5 artworks, with info, as examples **not** from the textbook, 5-15 minutes, etc.).

Organization (presents information in logical, interesting sequence which audience can follow and understand).

Subject Knowledge (demonstrates full knowledge (more than required) by answering all class questions with explanations and elaboration).

Verbal Presentation (uses a clear voice and correct, precise pronunciation of terms so that all audience members can hear and understand presentation).

Visual Presentation (appropriate images that enhance the vocabulary and ideas covered, clear visual communication of information, visually dynamic images, etc.).

Artwork Paper (10% of Final Grade)

RUBRIC:

Term & Definition:	20%
Addition of Image:	20%
Addition of Caption:	20%
Written Component:	40%
Total:	100%

Introduction

In this lesson you will expand your understanding of the vocabulary and concepts of art and design by researching artists to explore their personal use of the elements, principles, and techniques of design.

Purpose

The purpose of this assignment is to learn design terminology, conduct research, explore artists' work, and report your findings.

Directions

A. Define the following terms (preferable using the textbook definition):

1. Unity
2. Emphasis and Focal Point
3. Scale and Proportion
4. Balance
5. Rhythm

6. Line
7. Shape
8. Pattern and Texture
9. Illusion of Space
10. Illusion of Motion
11. Linear Perspective
12. Atmospheric Perspective
13. Value
14. Primary Colors
15. Secondary colors
16. Tertiary colors
17. Complementary colors
18. Analogous Colors
19. Warm colors / Cool colors
20. Optical color

B. Research artists' paintings, drawings, and other artwork:

Find one artwork, that is **not in this course's textbook**, to use as a sample for each vocabulary word(s) listed above.

Here is a list of visual artists that may be successful searches for this assignment: Frida Kahlo, Georgia O'Keeffe, Mary Cassatt, Yayoi Kusama, Hilma af Klint, Artemisia Gentileschi, Helen Frankenthaler, Bridget Riley, Kara Walker, Marlene Dumas, Kathe Kollwitz, Sonia Delaunay, Gabriele Münter, Henry Matisse, Piet Mondrian, Pablo Picasso, Wassily Kandinsky, Juan Miro, Franz Marc, Vincent van Gogh, Emil Nolde, Claude Monet, Leonardo da Vinci, Edgar Degas, Paul Cezanne, or Georges Seurat.

Use your Art History textbook as well as the textbook for this course to research artists. Of course, you can also use any search engine, such as google, to research artists too. Don't just use the very first artwork that pops up. It would be best to go to professional museum websites or other trusted websites to find out the correct information about artists and their artwork. Reliable information about artwork can be found on museum websites such as:

<https://www.moma.org/>
<https://www.metmuseum.org/>
<https://www.artic.edu/>
<https://www.npm.gov.tw/en/>
<https://www.uffizi.it/en>
<https://www.britishmuseum.org/>
<https://m.musee-orsay.fr/en/home.html>
<https://www.louvre.fr/en>
<https://www.louvreabudhabi.ae/>

But there are many more, avoid websites that sell cheap posters as they often have missing or worse, incorrect information.

C. Prepare your final presentation in the following way:

a. Each word will have its own page where you will type the word and the definition (primarily from the textbook).

b. Include a color image of the representative artwork for each word(s) and include in this order: the artist's name, title of the artwork (*in italics*), medium (oil on canvas etc.), size, **year** created, and the **URL address** and/or **the museum** where the work is located.

c. Tell me, in your own words, why you chose this work (for example, "Van Gogh used the complementary colors of red and green in the apples and other fruits so this painting is a good example of complementary colors." or "Leonardo da Vinci's painting is a good example of linear perspective because all of the lines that recede into space come to one focal point in the middle of the painting."). Do not use words like "I like the painting..."

D. Create a cover page with your name, class name, project title, class and section number, and the date.

Notes:

> You cannot use the artwork examples from the textbook for specific terms.

> This is to be an individual exploration, if the same artists' samples appear (for more than 3 of the words in your friend's papers) both papers will be returned as unacceptable.

> Late papers will not be accepted. You have more than four weeks to complete this project—use your time wisely.

> Ask questions early, not on the due date.

> See the AUK Writing Center for Research and/or Writing help.

AUK Official Grading Scale:

Letter Grade	Percentage	University Points
A	94-100	4.0
A-	90-93	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	0-59	0.0

I = Incomplete
W = Withdrawal

FN = Failure for non-attendance

AUK Attendance Policy:

Any student who misses more than 15% of class sessions of any course during a semester should expect to fail, unless she/he submits documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absence as determined by the course instructor. If a student does not submit documented evidence for her/his absence exceeding the limit, it is the student's responsibility to withdraw from the course by the specified deadline, as indicated on the academic calendar. Students who withdraw from a course receive a grade of "W". Students who do not withdraw from a course nor submit supporting documents for excessive absences will receive a grade of "FN" (failure for non-attendance).

Code of Academic Honesty and Integrity:

Upon admission to the American University of Kuwait, students agree to act responsibly in all areas of academic, personal and social conduct and to take full responsibility for their individual and collective action. Such regulations are found in the American University of Kuwait Catalogue, Student Handbook, and the AUK website at www.auk.edu.kw. Any question of interpretation regarding the code of academic honesty and Integrity shall be reported to the appropriate academic dean. The Code shall be reviewed annually at the discretion of the academic deans. Any student or student organization found to have committed the cited violations or misconduct, either on or off campus, is subject to the disciplinary sanctions outlined in adjudication procedures.

Plagiarism:

The term "plagiarism" includes, but is not limited to, an attempt of an individual to claim the work of another as the product of his or her own thoughts regardless of whether that work has been published. Plagiarism includes, but is not limited to, quoting improperly or paraphrasing text or other written materials without proper citation on an exam, term paper, homework, or other written material submitted to an instructor as one's own work. Plagiarism also includes handing in a paper to an instructor that was purchased from a term paper service or downloaded from the Internet and presenting another person's academic work as one's own.

Cheating:

The term "cheating" includes but is not limited to, copying homework assignments from another student; working together with another individual on a take-home test or homework when not approved by the instructor, looking at and/or copying text, notes or another person's paper during an examination when not permitted to do so. Cheating also includes the giving of work information to another student to be copied and/or used as his or her own. This includes but is not limited to giving someone answers to exam questions either when the exam is being given or after having taken an exam; informing another student of specific questions that appear or have appeared on an exam in the same academic semester; giving or selling a term paper, report, project or other restricted written materials to another student.

Academic Support:

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two centers: the Tutoring Center and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: tutoringcenter@auk.edu.kw.

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: writingcenter@auk.edu.kw

Disability Accommodations:

AUK provides equal and inclusive educational environment in order to enable all students to meet and perform requisite academic standards and to participate in the opportunities and activities of its community. If you believe you can benefit from accommodations for a learning, physical, or mental health disability, click here to book a session through the Counseling Center/Disability Services Booking Page, to ask about disability services at AUK, initiate an accommodation plan, or receive disability services. You can also email counseling@auk.edu.kw if you need assistance in booking a session.

Course Policies/Student Responsibilities:

1. Students arriving late to class will be marked for 1/3 class missed.
2. Students may not leave a classroom and re-enter without permission.
3. Students who attempt to attend class without all required materials and/or completed homework may be dismissed from class and marked absent.
4. Students who miss class for any reason are responsible for all homework and assignments missed AND for making sure that they are caught up and ready to participate in class when they return.
5. Please note that your written assignment may be submitted to Turnitin.com.
6. Cheating and Plagiarism will not be tolerated. (Plagiarism is grounds for dismissal from the University. See the Student Handbook regarding Academic Honesty.)

Classroom Policies

1. Students may not use their mobiles during class.
2. Tardiness and/or departing early will be reflected in your grade.
3. Cleaning up is something you do before leaving the studio.
4. Disruptive or disrespectful behavior will not be tolerated.

Late and Missing Work Policy:

Late assignments will be marked down one full letter grade per day and accepted not more than one week after the due date (except for official excuses). Not doing a project is a zero (0%) but even turning in an assignment up to a week late can still potentially give you an F (or 55%) if you do meet the criteria of the specific assignment.

Make-Up Work Policy:

Students who miss an assignment deadline for an official excusable reason will have one additional week to make it up without penalization. If the assignment is not turned in within one week, the work will be considered late (SEE ABOVE POLICY).

If you miss a critique/submission/presentation due to an illness, or a family circumstance (God forbids – death in the family), the student will be allowed an extension. An extension can only be granted if a student provides a medical report and/or a copy of a death certificate. The student will therefore be allowed to re-submit and deliver their missed critique/presentation during a scheduled one-on-one meeting. If a student – God Forbids – gets tested positive Covid-19 and unfortunately was not able to submit assignments/projects nor deliver their critique/presentation on time, they will have to provide a PCR report in order to get an extension. The same Make-up Work Policy applies here as well – as indicated earlier.

Communication Policy:

Please be sure to use your official AUK email account, write your full name, and indicate which class and section you are taking **ART 120. 01 – 2D Design** when you send me an email. If you have a question, please check the syllabus first and if your question is not answered there, then please feel free to send an email and I will be happy to clarify. I respond to questions via email or posted on the Q&A forum (on Moodle) within 24 hours of receiving them; if I do not respond within 24 hours, please re-send the email. I normally respond during my working & office hours. Emails sent on weekends will be responded to on Sunday. Please approach me if you are confused, lost or had misunderstood an assignment. It is important that you approach me early, do not leave yourself till the very last minute. Feel free to approach me and discuss any concerns and we'll make sure to overcome any challenges/confusion or misunderstanding – to resolve any issues that were encountered along the way.

Technology Issues:

All assignments must be submitted through Moodle. However, you may experience trouble submitting an assignment due to technology or internet issues. If such a situation does arise and you are unable to submit your assignment through Moodle, please send me an email at wandersen@auk.edu.kw and include the **completed** assignment. Please make sure that you email me the assignment **before** the deadline as this documents that you did finish everything by the due date and time, but that you just had a technology issue. This will ensure that your assignment will be accepted, and you will not receive a late penalty. Once the technology or internet issue is resolved, please upload the assignment to Moodle. In general, always be sure to frequently save your files and keep backups of your assignments.

COURSE MATERIALS

Students must come to EVERY class with the following materials:

Required:

Box of Color-Aid Paper 4.5" x 6" (314 colors, if not available, 220 colors is acceptable)

Gouache: Primary colors, DESIGNERS GOUACHE by Daler-Rowney

Matte Acrylic Gel Medium (or rubber cement and rubber pick-up eraser)

Palette Knife, small size, 2-3 cm blade length

Plastic Palette or Tear off Palette Paper Pad [9x12 approx.]

Sketchbook 22 x 28cm (approx.)

Tracing paper A3 "Canson Calque Tracing Pad"

A3 "Canson" 220 grams White Drawing Paper Pad

Xacto Blade number 11 [Extra blade in black case]

Scissors stainless medium size

Drawing pencils, Faber Castell or Derwent

White Eraser

Sharpener

Paint brushes: large flat soft haired brush about 3cm or larger, and 2, 6, 8 (Round).

18" metal ruler (with cork backing or non-slip surface, hard, heavy duty)

Black sharpies, Variety size pack

Faber Castell, 4 pt artist black liner, XS, S, F, M

Optional:

½ " Masking tape or Artist Tape

½" Clear magic tape

Black Paper

Toolbox for all materials

India Ink

Rubber Cement

Brayer

Cups to hold paints (small)

Water containers

Self-healing Rubber Cutting Mat (recommend 18" x 24" or larger)

Waterproof Portfolio

Course Schedule:

Week 1: February 5 & 7

Introduction

Lesson plan: Pre-Test, review syllabus, purchase textbook and art materials, sign up for presentations

READING DUE: **Chapter 1** (read on your own)

Week 2 & 3: February 12, 14, 19 & 21

ASSIGNMENT # 1: **Black Square Problem** [10% of final grade]

Size: A3 Sheet (draw squares $3 \times 2 = 6$ squares)

Lesson plan: Thinking for design, sketching for design, intro to elements and principles, tools and material demonstrations, critique, presentations begin

Duration: 2 Weeks (A.1 Due 05.03.23)

READING DUE: **Chapter 2: STUDENT PRESENTATIONS**

February 26, 28 Kuwait Holidays / Spring Break

Week 4 & 5: March 5, 7, 12 & 14

ASSIGNMENT # 2: **Positive, Negative Space** [10% of final grade]

Size: A3 Sheet (draw squares $3 \times 2 = 6$ squares)

Lesson plan: Thinking for design, sketching for design, review to elements and principles, tools and material demonstrations, critique

Duration: 2 Weeks (A.2 Due 19.03.23)

READING DUE: **Chapters 3, 8, 4, 5: STUDENT PRESENTATIONS**

Week 6 & 7: March 19, 21, 26 & 28

ASSIGNMENT # 3: **Value Scale** [10% of final grade]

Size: A4 Sheet (divide A3 (large sheet) into 2)

Lesson plan: Value, tools and material demonstrations, critique

Duration: 2 Weeks (A.3 Due 02.04.23)

READING DUE: **Chapter 12: STUDENT PRESENTATION**

Week 8 & 9: April 2, 4, 9 & 11

ASSIGNMENT # 4: **Color Scale (Wheel)** [10% of final grade]

Size: A3 Sheet or 2 x A4

Lesson plan: color, critique

Duration: 2 Weeks (A.4 Due 16.04.23)

READING DUE: **Chapter 13: STUDENT PRESENTATION**

Week 10: April 16 & 18

ASSIGNMENT # 5: **Transparent Illusion** [10% of final grade]

Size: A4 Sheet (divide A3 (large sheet) into 2)

Lesson plan: color, critique

Duration: 2 Weeks (A.5 Due 30.04.23)

READING DUE: **Chapter 6: STUDENT PRESENTATION**

April 23 & 25 Eid Al Fitr Break

Week 11: April 30 & May 2

Continue ASSIGNMENT # 5: **Transparent Illusion** [10% of final grade]

Size: A4 Sheet (divide A3 (large sheet) into 2)

Lesson plan: color, critique

May 04, 10:00am: Artwork Paper DUE [10% of final grade]

Week 12 & 13: May 7, 9, 14, 16

ASSIGNMENT # 6: **Sound** [10% of final grade]

Size: A3 Sheet (draw squares $3 \times 2 = 6$ squares)

Duration: 2 Weeks **(A.6 Due 14.05.23)**

READING DUE: **Chapters 7, 11: STUDENT PRESENTATIONS**

Week 14 & 15: May 21, 23, 28 & 30

ASSIGNMENT # 7: **Less is More** [10% of final grade]

Size: A3 Sheet (draw squares $3 \times 2 = 6$ squares)

Duration: 2 Weeks **(A.7 Due June.23)**

READING DUE: **Chapter 10, 9: STUDENT PRESENTATIONS**

FINAL EXAM WEEK: June 4 - 8

DUE FINAL ASSIGNMENT: # 7: **Less is More**

MANDATORY CRITIQUE, Post-Test

Syllabus Changes:

The professor reserves the right to adjust the syllabus requirements and change other aspects of the course as necessary, in the interest of a better learning experience for the class. Such changes will be announced in class, posted to the class email list and on Moodle.