

**Ellie Irons**

**2-D Design**

ART 10100, section 4SU, Spring 2013

Instructor contact: [ellie@ellieirons.com](mailto:ellie@ellieirons.com)

COURSE WEBSITE: <http://ellieirons.com/2D>

Thursdays 6:15-9:05 pm

Room CG-236

Office hours by appointment

*Design is thinking made visual.*

-Saul Bass

**Course Description:**

This course serves as an introduction to the basic methods and media of 2-D (pictorial) design, asking the student to investigate multiple approaches to design while developing fundamental technical skills, visual problem solving abilities and a sense of personal expression. Students will explore the elements of pictorial design, including the frame, point, line, plane, color and texture, as well as how these elements can be structured through scale, figure/ground relationships, repetition, gradation, balance, layering, transparency and the grid. Media explored will include graphite, ink, collage, and gouache. There will be several short reading assignments that address conceptual issues in pictorial design, and one trip to a gallery or museum exhibition that is relevant to the course.

**Class structure:**

Each class period will begin with review and critique of the previous week's homework, occasionally followed by a visual warm up exercise. This will generally be followed by a lecture and/or discussion, introducing the new techniques and concepts that will be used in the upcoming exercises and homework assignment. The bulk of the class period will be devoted to working studio time, including demonstration and discussion when necessary. Students are also expected to keep a **sketchbook**, 50+ pages, which should include all course handouts, in addition to drafts, compositional studies, observations/notes on visual thinking and design, doodles, texture samples etc.

**COURSE WEBSITE:** All assignments will be posted in detail on the course website, so it is essential that students check the website regularly: [ellieirons.com/2D](http://ellieirons.com/2D)

**Grades:**

Class participation + attendance – 25%

Assignments – 40%

Final Portfolio Review – 20%

Sketchbook – 5%

Paper (exhibition review) & Midterm Quiz – 10%

**Late work:**

**Assignments must be turned in on time to receive full credit.** Late work will be evaluated, but will lose credit accordingly (half a letter grade/week). However, lateness of previous work will *not* affect the final portfolio grade, so it's worth catching up if you fall behind!

### Extra Credit:

Several extra credit assignments will be offered throughout the semester. Most likely these will be exhibitions or events, and will require a written response for credit. Students may complete up to two extra credit assignments, worth two days of class participation or two missing homework assignments.

### Reminders

Lateness and absences will effect your grade. Please turn off mobile phones, instant messaging, email, etc. during class lectures and discussions. Be resourceful, do good work and don't slack off. I am required to notify you that CUNY has [a strict policy against academic dishonesty, including plagiarism](#). Any act of academic dishonesty will be dealt with by applying the most stringent penalties permitted. Cheating includes but is not limited to receiving help during exams and submitting homework without properly acknowledging persons who assisted you. Please review the Policy on Academic Integrity posted on the CUNY website with URL: [http://www1.cuny.edu/portal\\_ur/content/2004/policies/image/policy.pdf](http://www1.cuny.edu/portal_ur/content/2004/policies/image/policy.pdf)

### Course Learning Objectives:

- Develop a solid foundation in visual thinking through employing the elements of 2-D design, including point, line, plane, color and texture.
- Understand strategies & methodologies for structuring elements within the pictorial frame, including scale, figure/ground relationships, repetition, gradation, balance, layering, transparency and the grid.
- Begin to develop a unique approach to 2-D design through the search for a personalized aesthetic sense.
- Explore the place of pictorial design in the everyday world, both historically and in the contemporary moment.
- Develop vocabulary and increased comfort level with discussing pictorial design in a critical setting.

### Optional Texts:

Graphic Design: The New Basics, Ellen Lupton and Jennifer Cole Phillips, <http://www.gdbasics.com>  
Principles of Two-Dimensional Design, Wucius Wong

### Materials List:

#### Paper/Supports

- Bristol Pad: 14 x 17", 2 ply/100 lb/200 g (like Canson foundation series 15 sheets)\*
- Spiral bound hardback sketchbook: 9 x 12", 50+ pgs (like Strathmore Windpwr sketch 70 shts, 60 lb)\*
- Tracing paper pad: 11 x 14" (like Blick Studio, 50 sheets, 25 lb)\*
- black paper: 1 sheet 20 x 30" (like Canford Jet Black 100 lb)
- Illustration board: three boards, 15 x 20", white, smooth (hot press) surface\*
- other paper as required

#### Tools:

- X-Acto knife and extra blades (like X-Acto Gripster, #11 blade)
- self healing cutting matt 12 x 18" (any color)
- sharp scissors
- plastic triangle (like C-Thru 4" 45/90)\*
- 18" metal ruler\*

#### Drawing & Painting Tools:

- 1 tube each black and white gouache (like Holbein 15 ml/10.5 oz Ivory Black and Zinc White)\*
- Range of graphite pencils, at least B, 2H, 4H\*

- erasers: 1 gray kneaded and 1 white or tan gum (like Sandford Magic Rub)\*
- black ink technical drawing pens, range of sizes like 0.3, 0.5, 0.7 (or set of 3 like Alvin Penstix)
- black felt tipped markers, wide and fine tipped (sharpie)
- Acrylic-Watercolor brushes (soft, sable-like synthetic, **not** bristle):
  - round #3 and #6\*
  - flat 1/2" (#10 or 12) \*
- palette knife (for paint mixing)
- small watercolor palette, porcelain is best, plastic is fine (like Blick's 7 x 3" rectangular porcelain palette, 10 wells)\*

Other materials:

- masking tape
- glue stick
- jar or can for holding water\*
- case for brushes and pencils\*
- sturdy portfolio for carrying materials/paper to and from class\*

\*required for Week 2 class

**Course Schedule:**

Week 1: Pictorial Design: The Frame

Thursday January 31st

**-Course Introductions**

**-Discussion/Activity:** Context and The Frame

**-Lecture:** 2-D Design, The Bauhaus to Now

**-Demo:** 2-D Design Principles

**-Homework:**

- 1) Purchase supplies! Next week, **bring the starred\* items** on the materials list.
- 2) Cropping/Reframing Assignment (see handout or website)

Week 2: Points, Lines and Planes

Thursday February 7th

**-Warmup:** Homework Review: Reframing/cropping assignment

**-Demo:** Measuring, transferring & gouache techniques

**-Exercises:** Media, measuring and transfer experiments, Begin Constellation Assignment

**NO CLASS February 14th (Tuesday Schedule)**

Week 3: Scale and Figure/Ground Relationships

Thursday February 21st

**-Warmup:** Homework Review: Constellation Project

**-Lecture:** Scale & Figure/Ground Relationships

**-Exercise:** begin collage project

Week 4: Repetition and Balance

Thursday February 28th

**-Warmup:** Homework Review

**-Lecture:** Repetition and Balance

**-Exercises:** begin collage project 2

Week 5: The Grid & Gradation

Thursday March 7th

**-Warm up:** Homework Review: collage project 2

**-Lecture:** The Grid & Gradation

**-Exercises:** Value: crosshatching scale, atmospheric perspective, begin Grid/Gradation Project

Week 6: The Grid & Gradation Continued Thursday March 14th  
**Warmup:** Review Grid/Gradation design drafts  
**Exercise:** work session for grid/gradation designs  
**Mid-semester Check-ins**

Week 7: Midterm Review Quiz and Assignment Thursday March 21st  
**Warm up:** Presentation of Grid/Gradation final project  
**Quiz:** Elements of Design  
**Exercise:** Literature response piece  
**Mid-semester Check-ins continued**  
**Homework:** color swatch collection & exhibition review

### **Spring Break March 25th- April 2nd**

Week 8: Introduction to Gouache & Value Mixing Thursday April 4th  
**Lecture:** Gouache & Value mixing  
**Exercise:** Gouache value scale, 6 value composition  
**Midterm Paper Due** (exhibition review)

Week 9: Color Thursday April 11th  
**Warmup:** review 6 value composition homework  
**Lecture:** Intro to color in pictorial design  
**Exercise:** Translating value to color

Week 10: Acrylic and Color Cont'd: Color Relationships Thursday April 18th  
**Warmup:** color wheel relationships  
**Lecture:** Color relationships  
**Exercise:** Primary and secondary color compositions

Week 11: Acrylic and Color Cont'd: Color Interaction Thursday April 25th  
**Warmup:** Color relationships review  
**Lecture:** Color interaction  
**Exercise:** begin color interaction study

Week 12: Texture Thursday May 2nd  
**Warmup:** review color interaction study  
**Lecture:** Texture, Final Project Topics  
**Activity:** Texture experiments, final project planning

Week 13: Final Project Workshop Thursday May 9th  
**Warmup:** Final project proposals  
**Activity:** texture experiments continued

Week 14: Final Project Workshop Thursday May 16th  
**Warmup:** Final project check in  
**Activity:** Portfolios due, Final project work session

### **Final: Thursday May 23rd 6:00-8:00 pm**

Final project presentations, critiques, photographs