



DESIGN FUNDAMENTALS

Dr.Keim Art Department Online course

Course Title: Design Fundamentals - ART # 0104 (Online).

Course Objective: After successfully completing this course, students will have developed a basic understanding of visual language, and the potential for expression of design elements and principles. They will be able to identify, distinguish between, and create artwork that reflects the fundamental of design.

Course Description: This course will provide an investigation of the fundamental elements of art including: line, shape, form, color, texture, and space. The principles of design will also be explored including: balance, emphasis, focal point, rhythm, scale, proportion, unity, and variety.

Course Format: As an online course, the material will be presented on the WebCT based college format. Adobe Photoshop elements will be utilized as a vehicle for creating the studio projects, as well as the final project. Students will be provided with a daily or weekly reading assignment or viewing exercise along with a correlative design project. The final project will be the equivalent of an academic final exam.

Text: *Design Basics*, is the required textbook for this course.

Assignments: Reference readings from *Design Basics* will coincide with design projects.

Grading: Students will be required to hand in assignments electronically, on time, as per calendar due dates. The projects will be judged on: effort, creativity, originality, neatness, and accuracy in solving visual problems.

Supplies: Students will be required to purchase an Adobe Elements package for the creation of all the visual design projects. For information on this purchase go to this link.

REFERENCE READINGS FROM DESIGN CONCEPTS .
For purchase information for this text see link below.

http://www.amazon.com/Design-Basics-Multimedia-ArtExperience-CD-ROM/dp/0495128457/ref=sr_1_2?s=books&ie=UTF8&qid=1327174357&sr=1-2

Further information to purchase a used version which is acceptable: see this link below:

http://www.amazon.com/gp/offer-listing/0495128457/ref=dp_olp_used?ie=UTF8&qid=1327174357&sr=1-2&condition=used