



South Portland, Maine 04106

Communications and New Media/Fine Arts Department

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**Title:** 2D Design

**Catalog Number:** CNMS 115/ARTS 130

**Credit Hours:** 3.00 Credits

**Total Contact Hours:** 80

**Lecture (or Lab):** Lecture w/Lab

**Instructor:** Rebecca McNulty

**Office Hours:** Zoom, by appointment

**Contact Information:** rmcnulty@smccme.edu

How should students contact you? EMail

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## Fall 2020 Syllabus for 2D Design

### Course Description

This foundation level course introduces students to the principles of 2D design and how the role of past and present media communication is influenced by core design concepts. Students will develop, discuss, and defend visual communication strategies within the context of past and present design successes and failures. Through weekly studio projects and critique, students will create, analyze, and evaluate original compositions based on their understanding of topics that include color theory, Gestalt principles, line, pattern, and balance.

- Discuss and interpret the role and impact of past and present media communication strategies
- Visualize and execute effective composition through the integration of core design concepts
- Identify and describe design principles as they relate to print, web, video and social construct
- Critique the effectiveness and ineffectiveness of design, their messages and the role of the viewer.
- Practice serious play and curiosity

### Course Text Book

*Design Basics* by Lauer and Pentak, 9th edition

Any edition of this text would work, but the 7th, 8th and 9th editions are recommended.

The text is available for purchase at the SMCC Bookstore, and for rent or purchase on Amazon.

Do not purchase the expensive version, which includes online content we will not use. Only purchase the book. Copies of this text are at the SMCC libraries in South Portland and Brunswick.

## **Contact Information**

Instructor: Rebecca McNulty

E-mail: [rmcnulty@smccme.edu](mailto:rmcnulty@smccme.edu)

Office: Meetings may be held via Zoom. Request a meeting by email.

## **Course Materials**

This course includes a weekly project. The materials needed will depend upon the student's skills and knowledge. Students may use traditional media, such as paints or other art supplies for their projects. Many projects may also be done digitally—just consult the project descriptions to make certain.

Students may use their own art supplies – or purchase a kit from the SMCC bookstore that contains basic supplies. Here is what is in the SMCC kit for 2D Design:

### **Papers**

Sketch Pad 9" x 12" 100 sheets – use this for sketching project ideas

Strathmore 300 Series Bristol Pad – 9" x 12" Smooth, 20 Sheets – use these for final designs

Construction Paper – 9" x 12" Assorted Colors, 50 Sheets – use these papers for collage

Construction Paper– 9" x 12" Black, 50 Sheets

Construction Paper– 9" x 12" White, 50 Sheets

### **Drawing Materials**

Mars Lumograph Drawing Pencils, 3 -- HB, 2B, 4B

Prismacolor Kneaded Eraser – Small, Gray

Sakura Permapaque Opaque Paint Marker – Black, Dual Point

Pigma Micron Pens, 2 – Black, .25 mm, .45 mm

### **Rulers & Templates**

Wescott Flexible Stainless Steel Rulers – 2 – one 12" and one 15"

Wescott Circle Templates – Small, 1 1/16" to 1" and Large 1" to 2"

Scholastic Compass – makes circles up to 12"

### **Adhesives** (Select one, or try them all to compare)

Washable School Glue Sticks, 2 sticks

Rubber Cement

Frisket Remover – for removing rubber cement when dry

### **Paints, Ink, & Brushes**

Basics Acrylics set– Set of 5 colors, .75 ml Tubes

Black India Ink – 2 oz. bottle

Brush Set – Golden Taklon, Set of 6

### **Cutting Tools**

X-Acto Knife #1 with Cap and blades

### **Items not in Kit but Recommended**

The final requires a black piece of foam core, which may be ordered online at Dick Blick or Staples.

Several items that are not in the kit but may help those using traditional media:

Prismacolor Colored Pencils – a set of these is easier to use than paints

Clear, Plastic Triangle – 30°/60° 12”– for drawing grids or cutting squares

Cutting Board or cardboard to protect table when cutting

Cutting knives –Stanley QuickPoint or the DeWalt snap-off knives for cutting out collages.

They are stronger, easier to control, and less likely to slip during cutting. Find them at a hardware store, where they cost less than at the art store.

List what is needed from the student in order to complete this course (e.g., shop work, projects, experiments, reports, etc.).

### **Museum Paper**

There is a Museum Paper that usually requires a visit to a regional art museum. Portland Museum of Art charges an admission fee for entry to its exhibits. The student fee is \$10, with an SMCC ID. Anyone under 21 is admitted for free. Friday evenings are free for all ages.

The Bowdoin Museum of Art is free, with donations welcome.

During the pandemic, a visit to the museum may not be possible, so we will be using online museum sites. These sites have no fee.

### **Course Requirements**

Projects/Gallery Critiques: 40%

Attendance/Discussions: 10%

Quizzes: 10%

Midterm Project: 15%

Museum Paper: 10%

Final Project: 15%

### **Student Evaluation and Grading**

This class will challenge you to develop and practice an introductory technical skill set in 2D design. You will learn about the basic design concepts artists use to create professional, effective works of art and design. You will review the works of artists and designers in many

fields, with the goal of uncovering the reasons a design is effective or ineffective in conveying the meaning the artist intended.

Grades will reflect the skills and knowledge you demonstrate in each project or discussion. The language you use to describe works of art should deepen as the semester continues. Evaluations will include technical and aesthetic considerations, attention to detail, cleanliness and neatness of the work, and how well you followed the directions.

In addition, you will be evaluated on the contributions you make to a mature, collaborative critique environment. You will be expected to comment on the work other students present, and we encourage you to think critically about designs, to encourage and support one another, while still identifying strengths and weaknesses in individual pieces of art. Your grade will also reflect your ability to accept constructive criticism, and to refine your work in response to peer and professor feedback.

Grading Scale (as stated in college handbook):

93-100:	A
90-92:	A-
87-89:	B+
83-86:	B
80-82:	B-
77-79:	C+
73-76:	C
70-72:	C-
67-69:	D+
60-66:	D
0-59:	F

### **Habits of Work: Tier I Course**

This is an Introductory 100 level college course and will require a significant amount of time, work, and effort each week. Expect to spend:

- 5 hours per week of contact time in the classroom for lectures, demonstrations, discussions, critiques, screenings, in-class work, and other activities. Online courses utilize discussion boards, gallery critiques, videos, and tutorials to make up this contact time, so expect to put in about 5 hours a week just on these.
- 6-9 hours per week on work and study outside of class time, including but not limited to: reading, projects, the midterm project, a research paper, and a final project.

Late work will not be accepted. All tasks must be completed when due. Even if you are not finished, submit your work when due—any tasks not done by due date will be graded on their level of completion and the student will move on to the next task. This is a deadline driven course that reflects professional best practices and industry standards.

### **Attendance & Participation Policy**

You are required to attend all classes, as stated in the college handbook. The online version of this class measures attendance by submission of projects and participation in discussions and gallery critiques. Ignoring these tasks can lead to an Administrative Failure (AF).

There are two class discussions each week.

- The Discussion Board – This covers discussions based on each unit’s theme. You must post your response to the questions posed each week, and follow up with three comments on other peoples’ threads, to receive credit for this attendance/participation.
- The Gallery Critiques – This is where you post your project and your written description. Then follow up with three comments on other peoples’ projects, critiquing how effectively they have met the assignment’s goals.

The AF is administered when any of these criteria are met:

- A student fails to turn in 2 projects
- A student fails to participate in 2 weeks of discussions and critiques
- A combination of missing projects and discussions

Logging onto Brightspace does not count as participation in the class. The instructor will contact you via email when work is missed, with two warnings provided about a pending AF.

### **Missed or Late Work Policy**

Work that is late will receive a lower grade, with 5 points deducted each day. These points are deducted from the rubric grade that the project would have had, had it been on time. After 2 weeks, a project that has not been submitted receives a zero.

Extensions must be requested before the deadline and will only be permitted for serious reasons that may require documentation (i.e. death in the family, serious illness requiring a doctor’s note).

### **Refining Work Submitted on Time**

Any project that has been submitted on time, may be reworked and resubmitted for a better grade.

If you are having trouble finishing a project, *submit what you have done by the deadline*. The project will be graded and marked as on time. This opens the possibility of resubmitting the project, once the work is refined. The grade will then be adjusted.

This only applies to projects. Discussions and gallery critiques are akin to class attendance and discussions, so must be done during the week they are due. The Midterm, the Museum Paper and the Final all have strict deadlines.

### **End-of-Course Evaluation**

Students complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal. Students can access the course evaluations beginning one week before the end of classes. The deadline for submission of evaluations occurs Monday at 5 p.m. following the last day of the class. You will receive an e-mail to your student e-mail account when course evaluations are available.

### **For Classes with any Face-to-Face Component**

While the syllabus represents current plans, there may be changes during the semester in response to the on-going Covid-19 pandemic. Depending on the progression of the virus, it is possible that the College may have to suspend face-to-face instruction for part of the semester. If we must stop face to face instruction anytime during the semester, your instructor will contact you via your SMCC email or the Brightspace course homepage to discuss next steps for the course.

### **ADA (Americans with Disabilities) Statement**

Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call (207) 741-5798. If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the Disability Services Coordinator, Sandra Lynham, who can be reached at 741-5923. Further information about services for students with disabilities and the accommodation process is available upon request at this number. Course policies about online testing are modified to suit each individual's accommodations.

## **The Learning Commons:**

The library, tutoring and writing centers, and reference/research assistance (typically located on the second floor of South Portland's Campus Center and in the Midcoast's LL Bean Learning Commons and Health Science Center) will be fully available online during the fall 2020 semester.

Here you can find free academic support through individually scheduled and drop in, online tutoring. You can also find information literacy/research librarians, and professional academic strategy/planning mentoring online. While the physical space of the Learning Commons will not be available at this time, we can also work with you to set up zoom classrooms for small group study. Services are offered by appointment or as drop-in assistance.

To access services:

- Visit My Learning in My Maine Guide or
- Select the "tutoring needed" button if it appears inside your Brightspace course.

Whether On Site or Online, students have consistently reported that the Learning Commons is a friendly, risk-free, and helpful place to seek academic support. It has also been shown that those who make use of the Learning Commons do better in a course than those who do not. We strongly encourage you to take advantage of this valuable and enjoyable resource.

## **SMCC Pay-for-Print Policy**

Each semester students receive a \$20 printing credit. The balance resets at the end of the semester and any remaining credits are removed. The College's pay-for-print system monitors printing on all printers (including those in general access labs, library printers, Tutoring Services, Campus Center Lounge and technology labs). Be sure to log OUT of the system when you've finished your printing, to prevent unauthorized access to your account. Students can check the number of pages they have printed by using the Printing Balance tool available on SMCC computers (located in the lower right corner of the screen, near the clock). Departments with work study students who need to print documents for the department should contact the Help Desk at 741-5696 to have a special account set up. To find ways to reduce your printing charges, please go to the IT Help tab on My SMCC. If you have questions about the pay-for-printing policy or your printing charges, please contact the Help Desk at 741-5696 or send an e-mail to [helpdesk@smccme.edu](mailto:helpdesk@smccme.edu).

## **Refunds**

Print jobs are eligible for a refund in the event of mechanical or electronic error on the part of the printer, print server, or software used to submit the job. Jobs are not eligible for a refund in

cases where the job was not set up correctly, was submitted multiple times, or the student is not satisfied with the result. To request a refund, please bring the offending print to the IT Department in the basement of the Ross Technology Center. Refunds will be granted in the form of a credit to the student's account.

### **Add-Drop Policy**

Students who drop a course during the one-week "add/drop" period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a pro-rated add/drop period. There is no refund for non-attendance.

### **Withdrawal Policy**

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the Fall and Spring semesters and the second through ninth week of twelve-week Summer courses. This period is pro-rated for shorter-length courses, usually 75 percent of course meeting times; please check with the Registration Office. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Registration Office. This process must be completed either in person or by using SMCC e-mail accounts.

### **Plagiarism Statement**

If an instructor suspects that a student has knowingly committed a violation defined in the Maine Community College System Policy on Student Grade Appeals and Academic Misconduct, the instructor has the authority to review the alleged misconduct and determine the grade that the student should receive for the assignment and the course. The instructor may assign a failing grade for the assignment or course and may require the student to complete additional work for the course. The instructor may consult with the department chair and/or the College's chief academic officer prior to making such decisions. If a student seeks to challenge an instructor's determination, the student should submit a grade appeal. Grade appeal forms are available in the Advising Office on the South Portland Campus or in the administrative offices in the Learning Commons on the Midcoast Campus. An instructor may also refer the matter to the College's disciplinary officer for review under the procedures of the MCCS Student Code of Conduct.

## **Original Work and Use of Copyright-Free Materials**

Please note that all designs in this class must be original works created by the student for this course. Students may not use work created previously, for other classes or for personal reasons. Students also may not use works whose copyright the student does not own. This includes photographs, drawings, and other designs used within a collage. This includes magazine and online images.

In a few assignments, students may use copyright-free materials as part of a larger collage, but the student must provide credit and a link to the source of the image, proving that the image is copyright free. Failure to provide this credit is a form of plagiarism, and steps will be taken as outlined in the Plagiarism Statement.

Discussions often involve sharing the work of artists and designers, in order to explore 2D Design concepts. Students must include a link to the source for the artwork and the name of the artist. If ideas about design are taken from another source, students must share a link to the source and give credit to the author in a citation in the discussion thread.

This means that students should choose carefully which images and ideas they share. If a work of art or an article has no clear artist or author, then find another example for the discussion topic. Pinterest and other online sharing platforms are not appropriate for citations and links – they may be used to find ideas but click through the examples to find the original website where the design was first posted.