



South Portland, Maine 04106
Communications and New Media/Fine Arts Department

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 Info: rmcnulty@smccme.edu How should students contact you? Email

Spring 2022 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

The 7th, 8th or 9th editions of this text are recommended.

The text is available for purchase at the SMCC Bookstore, or 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

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 digital apps, such as Photoshop or Illustrator, to create their projects, or traditional materials, such as watercolor paints and pen and ink.

Students who use traditional supplies may use their own supplies or purchase a kit from the SMCC bookstore. Here is what is in the SMCC kit for 2D Design:

Papers

Sketch Paper Pad, 200 series, 8.5" x 11" 100 sheets – use for sketching project ideas

XL Mix Media Pad – 9" x 12" Smooth, 60 Sheets – use these for final designs

Construction Paper – 9" x 12" Gray, 50 Sheets – use these for framing drawings or collage

Construction Paper– 9" x 12" Black, 50 Sheets -- use these for framing drawings or collage

Construction Paper– 9" x 12" White, 50 Sheets -- use these for framing drawings or collage

Drawing Materials

Mars Plastic Eraser – Small

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

Colored Pencil Set, 12 pencil set

Measuring Tools

Flexible Stainless Steel Rulers –12"

Clear Round Protractor – Angles & Circle Maker

Acrylic triangles, 12" – 30 – 60 – 90 degree

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

X-treme School Glue Stick

Paints, Ink, & Brushes

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

Brush Set – Golden Taklon, Set of 6

Uni-Ball Gel Impact Pen, White

Cutting Tools

Snap-Off Blade Knife and Snap-Off Replacement Blades

Self-healing Cutting Mat, 12" x 18"

Items Not in Kit but Recommended for Students Using Traditional Media

Mars Lumograph Drawing Pencils, 3 -- HB, 2B, 4B – Not in kit, but available individually via the SMCC bookstore. The letters refer to the relative softness of the graphite. The softer the graphite (4B), the darker the values the pencil will make.

Black foam core sheet – For the midterm and/or final so that you can mount your designs

(This is only needed if you plan to create your final using traditional materials. A digital version is also acceptable.)

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 fees.

A Museum Paper Proposal must be submitted and approved before a student submits a final paper. A paper submitted without the proposal and approval will receive a zero.

Course Requirements

Projects:	40%
Attendance/Discussions/Critiques:	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 weekly submission of projects and quizzes, and participation in discussions and gallery critiques. Each of these four tasks receives 25 pts toward weekly attendance. Ignoring these four weekly tasks can lead to an Administrative Failure (AF).

The Administrative Failure (AF) is administered when any one of these criteria are met:

- A student fails to turn in 2 or more projects
- A student fails to participate in 4 discussions and/or critiques
- A combination of missing projects and discussions/critiques

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

There are two class discussions each week.

- The Discussion Board – Each discussion explores a 2D design concept, such as balance, color or the illusion of space. Using the Internet, students explore the ways 2D designers in various fields employ these concepts in their work. Students share their favorite designs with the class, practicing their analysis of design concepts and commenting on others' choices as well. This practice develops real world skills in describing and evaluating art.

To receive full credit for this discussion, post your response to the weekly topic, and then come back during the following week to reply to comments on your post, and to make three comments on other students' posts.

- The Peer Feedback & Gallery Critiques – This is where you post your project and your written description for the class. (Each project is also submitted for grading, via each unit's project submission window.)

Follow up this initial post with three comments on other peoples' projects, critiquing how effectively they have met the assignment's goals. Reply to at least one comment made on your design, as well, to receive full credit for this critique.

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, with no option to redo them.

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 campus' 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.

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, except as the base for new works of art that transform the original piece in substantial ways.

Students must own the copyrights to all images and photos used in this class. This includes photographs, drawings, and other designs used within a collage.

There are a few assignments where students may use photography or designs from past work or from copyright-free sources as part of a collage (Project 2: Unity and Project 5: Scale & Proportion). The student must acknowledge this in the written description and provide credit and a link to the source of the images, proving that the images are copyright free.

Any use of a tutorial or images from an app must be documented in your written description for each project. Originality is a primary requirement for this class – and copying someone else's design ideas is not recommended. Your design must differ in substantial ways from the tutorial, using the instructions to guide your techniques, not the final design.

If there is a question about copyright issues, the grade will be temporarily rendered as a zero. The student will have a chance either to provide the needed proof that the work is original/copyright-free or to submit a new assignment that meets the originality requirements.

Failure to provide this credit is a form of plagiarism, and steps may 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 college-level 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.