



South Portland, Maine 04106

## Communications and New Media

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**Title:** 2D Design

**Credit Hours:** 3

**Instructor:** Michael Lewis

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**Phone:** 612-554-7131

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

**Total Contact Hours:** 45

**Office Hours:** By Appointment

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### Course Syllabus

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##### 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-based projects and critiques, students will create, analyze, and evaluate original compositions based on their understanding of topics that include color theory, Gestalt principles, line, pattern, and balance.

##### Course Objectives

- 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

##### Text

The suggested Text is:

Design Basics 9th edition\*

David A. Lauer and Stephen Pentak

ISBN #: 978-0495915775

\*Earlier editions of this book would be sufficient.

## **Materials List**

Students are required to provide all their own art supplies. Check in with your instructor before buying supplies, to see if there are any special instructions regarding supplies. A pre-packaged kit of supplies is available from the SMCC Bookstore.

It is not required that you buy these materials specifically, however, you will need pencils, a sketchbook, Bristol paper, construction paper, scissors or an x-acto knife, and some form of adhesive at the very least.

### **Papers**

Sketch Pad 9" x 12" 100 sheets

Strathmore 300 Series Bristol Pad – 9" x 12" Smooth, 20 Sheets

Construction Paper – 9" x 12" Assorted Colors, 50 Sheets

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

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

### **Pencils, Markers & Erasers**

Staedtler Lumograph Pencil – Set of 6

Prismacolor Colored Pencils

Staedtler Mars Plastic Eraser

Prismacolor Kneaded Eraser – Medium, Gray

Sakura Permapaque Opaque Paint Marker – Black, Dual Point

Sakura Permapaque Opaque Paint Marker – 5 – 7 Assorted Colors

### **Rulers & Templates**

Wescott Flexible Stainless Steel Ruler – 15", Flexible

Wescott Beveled Plastic Ruler – B-60, 8ths

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

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

UHU Stic Glue Stick – 0.75 oz. Clear

White glue

Rubber Cement

### **Paints & Brushes**

Liquitex Basics – Set of 5 colors, .75 ml Tubes

Princeton RealValue Brush Set – 9141, Golden Taklon, Short Handle, Set of 7

### **Cutting Tools**

X-Acto Knife #1 with Cap

X-Acto Blade #11, Pkg of 15, Stainless Steel, Safety Dispenser

Cutting Board or Cardboard to protect table when cutting

### **Ink**

Daler-Rowney FW Acrylic Water-Resistant Artists Ink – 1 oz, Black

## Topical Outline of Instruction

Week 1:	The Creative Process
Week 2:	Unity
Week 3:	Color & Rhythm
Week 4:	Emphasis & Focal Point
Week 5:	Scale & Proportion
Week 6:	Balance
Week 7:	Line
Week 8:	Midterm
Week 9:	Shape
Week 10:	Value & Space
Week 11:	Museum Paper
Week 12:	Pattern
Week 13:	Illusion of motion
Week 14:	2-D Design Final

## Course Requirements

This is an Introductory 100 level college course and will require a significant amount of time, work, and effort outside of the classroom each week. Classes are designed around 180 hours of committed time.

- 3 hours per week of classroom/online classroom contact, including but not limited to: lectures, demonstrations, discussions, critiques, screenings. Online classes utilize class discussion boards, online videos and tutorials, and gallery critiques to make up this contact time.
- 2-3 hours per credit, or 6-9 hours, each week on work and study that happens outside of class time, including but not limited to: reading, projects, journal exercises, the midterm project, a research paper, and a final project.

## Critique Culture

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. We 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 and evaluation will reflect the skill you develop in creating artwork; how effectively you contribute to a mature, collaborative critique environment; how you advocate for your own aesthetic and technical design choices; how you encourage others to think critically, strategize, and problem solve; and how you refine your work as a consequence of peer and professor feedback.

## Student Evaluation and Grading

Weekly Quizzes: 10%

Midterm: 10%

Final: 10%

Participation & Attendance (Peer Critique & Discussion for online classes): 10%

Sketchbook/Journal: 15%

Projects 1-13: 30%

\*Paper: 15%

\* The paper assignment will require a visit to the Portland Museum of Art or Bowdoin Art Museum, or another instructor-approved site.

A student's work will be evaluated based on their Knowledge and skills in utilizing design concepts, vocabulary, online resources, reading materials, and other class materials. Technical and aesthetic concerns will be evaluated, as well as participation in class discussions and critiques. Attention to deadlines and details of the assignment are important, as are spelling and grammar on papers and discussion board postings.

### **Grading Scale (as stated in college handbook)**

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- 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

### **Attendance Policy**

You are required, as stated in the college handbook, to attend all classes. Portions of your grade are determined by both your attendance and your active class participation. It is a professional, "real world" expectation that you show up, participate, contribute, and complete assigned tasks.

Attendance in class and labs is mandatory and required as stated in the College Catalog:

- More than 3 unexcused absences will result in an "F" for the class.
- 3 Consecutive missed classes will result in an automatic AF.
- For every two instances of a late arrival or early departure, the student will receive an absence.

### **An Excused Absence:**

An excused absence is a (documented) religious holiday or (documented) medical incident. There are, of course, exceptions to this. A reasonable line of communication, either a text or an email, will stand as an excused absence as long as the privilege is not abused.

### **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.

### **ADA Syllabus 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 open study space are located on the second floor of South Portland's Campus Center and in the Midcoast's LL Bean Learning Commons and Health Science Center. Here you can find free academic support through individual and online tutoring, information literacy/research librarians, and professional academic strategy/planning mentoring. There are many desktop and laptop computers as well as printers, reserve textbooks, and other academic tools available for use within the Learning Commons. Services are offered by appointment or as drop-in assistance. To access services, visit My Learning in My Maine Guide. Students consistently report that the Learning Commons is an inviting and friendly place to seek academic support or study. Those who make use of the Learning Commons regularly have been shown to be more likely to succeed—take advantage of this exceptional resource for this, or any of your classes.

### **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 MCCC Student Code of Conduct