

**New York State College of Human Ecology
Cornell University, Ithaca NY 14853**

**FSAD 1250:
Art, Design, and Visual Thinking
12:20 – 1:10 MWF
Room: MVR 280**

Professor: Denise N. Green

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Office hours: W 1:30 – 2:30; Th 11-12

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Th 1-2

This course is an introduction to visual arts and design, which stresses the components of visual thinking and visual language underlying design and fine arts.

Required readings and supplies: The readings are online (See information below). Materials will need to be purchased for some projects; estimated cost \$35 maximum.

Course Objectives: At the end of this course, students should:

1. have enhanced their ability to think visually, and communicate ideas in visual ways.
2. be familiar with the components of design and fine arts, and be able to use design language to discuss and evaluate designed objects.
3. understand major developments in fine arts, decorative arts, and design as they have occurred since the beginnings of modern design in the later 19th century.
4. be familiar with the most important media of fine arts and design, and understand the limitations and opportunities offered to the designer by various materials and techniques.

Grading:

Assignments (5)	25%
Paper	25%
Prelim	25% Oct. 23, 2014, 7:30 – 9:30 pm, MVR G71
Final exam	25% date/location TBA

Persons taking this course S/U must achieve a final average of 70% to pass the course. Assignments will be graded as received and may not be revised after grading. Following instructions and meeting deadlines is expected professional behavior that has a bearing on your grade. The professor and TA will be happy to consult with you on your assignments before they are due. Consultations about your assignments will take place in-person during office hours (or by appointment), not via e-mail.

Please note these exam dates. **Makeup exams will be available only in the event of University-created scheduling conflicts.** Airline reservations do not constitute a valid excuse. *If you cannot meet this exam schedule, you should not take this class; therefore, DO NOT purchase airline tickets for winter break until AFTER the final exam schedule has been posted on September 19, 2014.*

Attendance: Since this course is heavily dependent on visual material, attendance is essential if assignments are to be understood and completed correctly. Slides and other visual materials shown in class will be incorporated in the exams. The visual materials (slides and other visual examples) presented in class are not available at any other time. Images available for study via the Web Textbook are not necessarily the images you will see in class. The outside readings are not substitutes for the lectures, and you are responsible for information presented in both lectures and readings. Assignments are opportunities to demonstrate that you have grasped concepts presented in class by means of lecture and visual examples.

The Web Textbook: An online textbook has been created for this course. It includes the basic textbook, study guides for the exams, and will have all assignments posted, as they are announced. The first assignment is now online.

The URL for the online textbook is: <http://char.txa.cornell.edu/>

Office Hours and Correspondence: The professor and TA are happy to meet with you during office hours to discuss class content, your assignments, paper, and any other questions you may have. If you are unable to attend the office hours offered, please contact the professor or TA to schedule an individual appointment. Please **do not** e-mail us with questions about class content or assignments that require lengthy response: please come to see us *in person*, during our office hours.

Assignments: Half of the grade is dependent on five individually graded exercises and a paper. The other half will be dependent on two machine-scored exams. The paper and the two exams will each cover roughly a third of the material in the course—in other words, the final is NOT cumulative. The exams are multiple choice and involve slides.

All assignments in this course are designed to directly test your ability to handle visual material. You will be asked to select images, visual components, style features and/or manipulate, compare, and/or analyze them. You do not need to have any previous experience or special skills to complete these assignments well. Much of the course material is devoted to the language of design and the fine arts; demonstration of your understanding of the terms and concepts presented in class is crucial to success in any assignment.

Late work: THIS IS IMPORTANT! **Lateness will affect your grade.** All work is due at the **beginning** of class (i.e., 12:20 PM) on the day stipulated. Work turned in to the teacher after 12:20 PM is late. This includes work brought to the classroom at the end of class by persons not attending class, and work simply not handed in by attending students until the class is over.

Remember that getting work in on time is YOUR responsibility. Please keep in mind that if you ask a friend to turn in work for you and they fail to do so on time, it will be counted as late.

Do NOT slide work under the professor's door or put it directly in her mailbox! Any work left in the professor's mailbox or office will be considered received *at the time found* by the instructor. Work turned in to the office **must be turned in to the administrative assistants in T57 HEB to be dated. Work turned in to the office after the class begins on the day stipulated (i.e., 12:20 PM) is late.**

Assignments may not be submitted electronically; only in the format described in each assignment.

The **five assignments will be accepted up to two weeks late**, but not thereafter. No exceptions will be made. For every class that occurs after the initial 12:20 PM deadline, 5 points will be deducted from your final grade. This means that if you do not turn your assignment in on the day stipulated, you have until the beginning of the next occurrence of the class to turn in the assignment (with a five-point deduction). For example, if your assignment is due on a Friday and you do not turn it in until the following Wednesday at the beginning of class, you will have ten points subtracted from your final grade.

The **mid term paper** will be accepted up to **four weeks** following the deadline, but not thereafter. For every class that occurs after the 12:20 p.m. deadline, two points will be deducted from the final grade. In other words, you will be penalized 6 points for each week the paper is late.

Exams: Exams will be multiple choice, machine-scored, and **will involve slides**. Sample questions and a detailed study guide are available on the web site (see table of contents at left).

A makeup exam may only be arranged for students with a University-generated conflict (another prelim or a course-related field trip, for example). Permission of the professor is needed to take the makeup. In the event of a dire medical emergency, an exception may be made, providing that documentation of the medical emergency (such as hospitalization) is provided, and the instructor is notified in a timely manner--that is, in most cases, BEFORE the exam occurs. Airline schedules are not an acceptable excuse for missing an exam. If you know at the beginning of the semester that you will be unable to meet exam dates, *you should not take this course*.

Each student in this course is expected to abide by the Cornell University Code of Academic Integrity. Any work submitted by a student in this course for academic credit will be the student's own work.

Resources:

Cornell Learning Strategies Center: <http://lsc.cornell.edu>

Writing Walk-in Service: http://www.arts.cornell.edu/knight_institute/walkin/walkin.htm

Student Disabilities Services: <http://sds.cornell.edu>

Center for First-Year Students/The Carol Tatkon Center:
<http://newstudentprograms.cornell.edu/dos/cms/nsp/Tatkon/index.cfm>

FOR FIRST ASSIGNMENT:

BRING TO CLASS FRIDAY AUGUST 29: A small **head shot photo** of yourself in which the head is about 2" x 4." You can use someone else's picture if you don't have one of yourself. The photo MUST have good contrast and detail, and you must bring a printed copy to class.

BRING TO CLASS WEDNESDAY SEPTEMBER 3: You will take this same photo, enlarge it, modify it to appear grainy (instructions below) and print it in black and white, 8 ½" x 11". print-out of a black & white **head shot photo**, modified to appear grainy (instructions below). You must come to class with a **HARD COPY** of the photo, printed to fill an 8 ½ x 11-inch paper.

Two methods to achieve a grainy, high contrast photo:

COPY MACHINE METHOD:

Using a photocopier machine, blow up the photo until the just the head alone (chin to forehead, not including hair) completely fills an 8 1/2" x 11" sheet of paper. **DO NOT SET THE PHOTOCOPIER IN PHOTO MODE.** You *want* a grainy image— Find an old, bad copier; try the ones at Olin. Bring the enlargement to class on Friday. Do not do this on a scanner! as this will not give the desired result.

SNAPSEED (DIGITAL) METHOD:

Steps to achieve grainy photo:

1. Download SnapSeed (a free photo editing app) onto your smartphone or tablet.
2. Open a digital headshot of yourself in SnapSeed.
3. Using SnapSeed, crop the photo until the just the head alone (chin to forehead, not including hair) completely fills the screen.
4. Scroll across to find "Black & White" filter and click to select.
5. Click on the star icon (bottom, left side) and scroll to the right through the B&W options until you find "Film." Select "Film" (IMPORTANT: SnapSeed will automatically use a neutral B&W filter. You **MUST** change the filter to "Film")
6. Adjust the settings within the "Film" filter to achieve appropriate contrast. **MOST IMPORTANTLY**, adjust the "Grain" to be anywhere between +85 - +97—you want your image to be grainy, with good contrast (i.e., not washed out or too dark. You want details and definition).
7. Click on the checkmark located at the bottom right to accept modification to the image.
8. Click on the arrow to the upper left to save your image.
9. Print image in B&W, enlarged to completely fill an 8 ½ x 11-inch paper
10. Bring 8 ½ x 11-inch printout to class on September 3.

To complete this project, you will also need a pencil with an unused eraser on it, and a rubber stamp pad in any color, available at the campus store or any office supply store.