



School of Art and Design

102 Design Fundamentals

4 Units

FALL 2021

M/W: Noon - 2:40 pm

Final Exam Date:

Friday, December 10th: 11:00 - 1:00 pm

Contact Hours Reference information can be found at: [ar.usc.edu/services/curriculum/resources.html](http://ar.usc.edu/services/curriculum/resources.html)

Location: Harris Hall: Room 117

Instructor: China Adams

Office: chinaada@usc.edu

Office Hours: Email to schedule an appointment

Contact Info: [chinaada@usc.edu](mailto:chinaada@usc.edu)

The Galen Lab - IT Help: The Galen lab features professional-grade fused powder 3D printing, consumer-grade 3D printing, high-volume color photocopier, large-format 2D color printer, 17 iMac workstations.

Hours of Service:

Mon - Thur 9 AM - 9 PM

Fri - Sun 9 AM - 5 PM

USC Roski School of Fine Arts

Watt Hall 104, University Park Campus

Los Angeles, CA 90089

**Course Description:**

- Introduction to the fundamental elements of art & design, including the basic principles of design and color theory.
- Development of a formal vocabulary enabling verbal communication about visual phenomena and ideas.
- Development of craftsmanship and presentation skills in preparation for advanced art and design courses.
- Establishment of an organized work process and art making practice.
- Contextualization of work within historical and contemporary practices. Identification and utilization of the work's relationship to everyday experiences of the world.

## Learning Objectives:

### Elements of Art:

Line  
Shape  
Value  
Color  
Texture

### Principles of Design:

Unity & Variety  
Emphasis & Economy  
Balance & Harmony  
Tension  
Rhythm & Repetition  
Scale & Proportion

The application of these principles in conjunction with one another.

The identification of these principles in historical and contemporary art.

Prerequisite(s): None

Co-Requisite(s): None

Concurrent Enrollment: None

Recommended Preparation: Any previous design or drawing courses would be helpful.

## Course Notes:

- Exercises and Projects: Hands on assignments will be divided into two groups. Exercises will focus on developing particular technical skills. Projects will provide a context for the application of those skills within a work of art.
- Group Critiques: Group critiques and class discussions are a vital part of this course. They allow students to practice the formal vocabulary necessary to communicate visual ideas, as well as provide feedback on the work. Participation in group critiques factors into the grade for each project.
- Class discussions: slide presentations, readings, workshops and field trips will help enhance verbal communication skills, provide resources for research on specific projects, as well as add some basic knowledge of contemporary art & design.
- Sketchbook: You will be required to start and/or maintain a sketchbook that contains a collection of ideas, images, notes, scribbles, poems etc. Students will need this as a reference and inspiration for projects. Sketchbooks will be collected and graded at the end of the semester.
- Homework: You will need to spend a minimum of 6 hours a week completing projects outside of class time.
- Supplies: In addition to the preliminary supply list (see attached) you may need additional materials for specific projects during the semester. Students are responsible for having all the necessary supplies on hand for each class meeting. Not having the required materials will affect your participation grade.
- Blackboard: This course is posted on Blackboard. You can find course materials posted on the site and you will receive course announcements via this site. Please make

sure that your USC email account is active and that you check it regularly as that will be the account used to communicate with you via the Blackboard system. You can log on at: <https://blackboard.usc.edu>

**Technological Proficiency Required:**

None

**Required Textbook:**

The textbooks for this course are available at the USC bookstore. Regular readings will be assigned from the texts immediately:

**Art Fundamentals: theory and Practice, McGraw Hill**

**Description and Assessment of Assignments:**

- Quality of work will be the most important criterion. This includes resolution and presentation of ideas, attention to detail, level of craftsmanship, and overall presentation.
- Commitment to the work and the creative process as shown by materials located and processes completed outside of class. The level of experimentation and risk taking demonstrated by this commitment.
- Participation in class discussion, group critiques and presentation of preliminary sketches.
- Understanding of terms and issues relating to the specific project.

A = Work of exceptional quality

B = Strong work

C = Average/satisfactory

D = Poor work

F = Incomplete or exceptionally poor quality

**Grading Breakdown:**

Projects & Exercises: 60%

Attendance: 10%

Participation: 10%

Quizzes: 20%

**Grading Scale:**

Course final grades will be determined using the following scale

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

**Assignment Submission Policy:**

- Students are responsible for announcements and assignments missed due to an absence.
- Absence is not an excuse for late work. All late work will be deducted one full grade per late class meeting.

**Grading Timeline:**

Assignments are graded and returned within a week of submission.

**Attendance Policy:**

Due to the nature of this course attendance is mandatory.

3 or more unexcused absences will result in a lowered grade. Only absences accompanied with a signed doctor's note are considered excused.

Arriving after roll is called is considered a tardy. 3 tardies equal one absence.

More than 5 unexcused absences will automatically result in a failing grade. NO EXCEPTIONS!! Arriving late, leaving early, making poor use of class time or arriving without proper supplies will severely affect student's grade.

## Course Schedule: A Weekly Breakdown

This is a labor intensive course. Please anticipate spending an additional 6 - 10 hours of outside work on the assignments each week.

	Topics/Daily Activities	Readings and Homework	Deliverables
Week 1	<p>Monday 8/23:</p> <ol style="list-style-type: none"> <li>1. Go over syllabus</li> <li>2. Introductions</li> <li>3. Course Description</li> <li>4. Brief discussion about preparing squares</li> <li>5. Objectified film</li> </ol> <p>Wednesday 8/25:</p> <ol style="list-style-type: none"> <li>1. Warm-up sketching</li> <li>2. Slide Presentation: Line &amp; Basic Principals</li> <li>3. In class sketches</li> <li>4. Assignment 1 distributed: Complete step A (listed on Assignment 1 handout)</li> </ol>	<p>Prepare 30 squares (to be used for sketches in class on Wednesday)</p> <p>Art Fundamentals: Chapter 1 and 3</p> <p>Complete step A (listed on Assignment 1 handout)</p>	
Week 2	<p>Monday 8/30:</p> <ol style="list-style-type: none"> <li>1. Warm-up sketching</li> <li>2. Finish Lecture and Slides on LINE</li> <li>3. Continue Working on Assignment 1</li> <li>4. Completing up to Step E (listed on the Assignment 1 Handout)</li> </ol> <p>Wednesday 9/1:</p> <ol style="list-style-type: none"> <li>1. Warm-up sketching</li> <li>2. Continue Working on Assignment 1</li> </ol>	<p>Continue working on Assignment 1: Complete up to Step E</p> <p>Read Article: "Warning: May Contain Non-Design Content" (Posted on Blackboard)</p> <p>Read Article: On Gouache (Posted on Blackboard)</p>	

Week 3	<p>Monday 9/6 NO CLASS: LABOR DAY</p> <p>Wednesday 9/8:</p> <ol style="list-style-type: none"> <li>1. Gouache Painting Demo</li> <li>2. Mounting Demonstration</li> <li>3. Continue working on Assignment</li> <li>4. Briefly discuss "Warning May Contain Non Design Content"</li> <li>5. Work on Project One</li> </ol>	<p>Complete Assignment 1</p> <p>Read: Art Fundamentals: Chapter 2</p> <p>Read: Critique Tips (Posted on Blackboard)</p> <p>Read Introduction: Gone Tomorrow (Posted on Blackboard)</p>	
Week 4	<p>Monday 9/13:</p> <ol style="list-style-type: none"> <li>1. Project One due at the beginning of class</li> <li>2. Critique of Project One submissions</li> <li>3. Revision Assignment Assigned</li> </ol> <p>Wednesday 9/15:</p> <ol style="list-style-type: none"> <li>1. Warm-Up Sketching</li> <li>2. Work on Revision Assignment</li> </ol>	<p>Work on Revision Assignment</p>	<p>Tuesday: Project One Due</p>
Week 5	<p>Monday 9/20:</p> <ol style="list-style-type: none"> <li>1. Warm-Up Sketching</li> <li>2. Wasteland - film</li> <li>3. Work on Revision Assignment</li> </ol> <p>Wednesday 9/22:</p> <ol style="list-style-type: none"> <li>1. Critique of Revision Assignment</li> <li>2. Discuss Wasteland - film</li> </ol>	<p>Work on Revision Assignment</p> <p>Read: Art Fundamentals: Chapter 4</p>	
Week 6	<p>Monday 9/27:</p> <ol style="list-style-type: none"> <li>1. Sketch</li> <li>2. Slide Lecture: Balance, Repetition, Focal Point</li> <li>3. Assignment 2A Distributed</li> <li>4. Start working on Assignment 2A</li> </ol> <p>Wednesday: 9/29</p> <ol style="list-style-type: none"> <li>1. Warm-up Sketches</li> <li>2. In-class work session. (Bring all materials for drawing, painting, &amp; cutting)</li> </ol>	<p>Continue working on Assignment #2A</p> <p>Read Chapter 4 in Art Fundamentals</p>	<p>Tuesday: Revision Assignment Due</p>

Week 7	<p>Monday 10/4:</p> <ol style="list-style-type: none"> <li>1. Warm-up Sketches</li> <li>2. In-class work session. (Bring all materials for drawing, painting, &amp; cutting)</li> <li>3. Ted Talks</li> </ol> <p>Wednesday 10/6:</p> <ol style="list-style-type: none"> <li>1. Warm-up Sketches</li> <li>2. In-class work session. (Bring all materials for drawing, painting, &amp; cutting)</li> <li>3. Discuss Ted Talks</li> </ol>	<p>Finish Assignment 2A</p> <p>Read Chapter 5 in Art Fundamentals</p>	
Week 8	<p>Monday 10/11:</p> <p>Critique Assignment 2A</p> <p>Wednesday 10/13:</p> <ol style="list-style-type: none"> <li>1. Warm-Up Sketch</li> <li>2. Slide Lecture: Economy, Detail, Tension, Movement</li> <li>3. Assignment 2B Distributed</li> <li>4. Begin working on Assignment 2B</li> </ol>	<p>Work on Assignment 2B</p> <p>Milton Glaser article (on Blackboard)</p>	<p>Tuesday: Assignment 2A Due</p>
Week 9	<p>Monday 10/18:</p> <ol style="list-style-type: none"> <li>1. Warm-Up Sketches</li> <li>2. In-class work session. (Bring all materials for drawing, painting, &amp; cutting)</li> <li>3. Ted Talk &amp; Discuss</li> </ol> <p>Wednesday 10/20:</p> <ol style="list-style-type: none"> <li>1. Warm-Up Sketches</li> <li>2. In-class work session. (Bring all materials for drawing, painting, &amp; cutting)</li> <li>3. Ted Talk &amp; Discuss</li> </ol>	<p>Continue working on Assignment 2B</p> <p>Review Art Fundamentals: Chapter 1 through 5 for quiz on Wednesday, March 22nd</p>	
Week 10	<p>Monday 10/25:</p> <ol style="list-style-type: none"> <li>1. Warm-Up Sketches</li> <li>2. In-class work session. (Bring all materials for drawing, painting, &amp; cutting)</li> </ol> <p>Wednesday 10/27:</p> <ol style="list-style-type: none"> <li>1. Quiz 1</li> <li>2. Ted Talks</li> <li>3. Final In-class work session. (Bring all materials for drawing, painting, &amp; cutting)</li> </ol>	<p>Finish Assignment 2B</p>	

Week 11	<p>Monday 11/1:</p> <ol style="list-style-type: none"> <li>1. Start Grey Scales</li> <li>2. Value lecture</li> </ol> <p>Wednesday 11/3:</p> <ol style="list-style-type: none"> <li>1. Ted Talk</li> <li>2. Work on Gray Scales</li> </ol>		
Week 12	<p>Monday 11/8:</p> <ol style="list-style-type: none"> <li>1. In class: Designer presentations</li> <li>2. Grey Scales Due</li> </ol> <p>Wednesday 11/10:</p> <ol style="list-style-type: none"> <li>1. Color Lecture</li> <li>2. Begin working on color wheels and scales.</li> </ol>	Chapter 7: Color Work on Color Wheels & Scales	Gray Scales Due
Week 13	<p>Monday 11/15:</p> <ol style="list-style-type: none"> <li>1. In class work day</li> <li>2. Ted Talk</li> </ol> <p>Wednesday 11/17:</p> <ol style="list-style-type: none"> <li>1. Color Scales &amp; Wheels Due</li> <li>2. Assign Final Project</li> </ol>	Continue working on Color wheel and scales Catch up on all readings.	Color Wheels and Scales Due
Week 14	<p>Monday 11/22:</p> <ol style="list-style-type: none"> <li>1. Work on Final Project</li> </ol> <p>Wednesday 11/24: NO CLASS: THANKSGIVING HOLIDAY</p>		
Week 15	<p>Monday 11/29:</p> <ol style="list-style-type: none"> <li>1. Work on Final Project</li> </ol> <p>Wednesday 12/1:</p> <ol style="list-style-type: none"> <li>1. Work on Final Projects</li> </ol>		Designer Presenta- tions Due
FINAL	Critique of Final Projects		Friday, DEC. 10th: 11-1 pm



## RESOURCES

### Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](http://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

### Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call  
[studenthealth.usc.edu/counseling](http://studenthealth.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call  
[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call  
[studenthealth.usc.edu/sexual-assault](http://studenthealth.usc.edu/sexual-assault)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) - (213) 740-5086 | Title IX – (213) 821-8298  
[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298  
[usc-advocate.symplicity.com/care\\_report](http://usc-advocate.symplicity.com/care_report)

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776  
[dsp.usc.edu](http://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Campus Support and Intervention - (213) 821-4710

[campussupport.usc.edu](http://campussupport.usc.edu)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

[diversity.usc.edu](http://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

[dps.usc.edu](http://dps.usc.edu), [emergency.usc.edu](http://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

[dps.usc.edu](http://dps.usc.edu)

Non-emergency assistance or information.

The Trojan Food Pantry is a collaborative effort involving various campus partners spearheaded by Student Governments (USG & GSG), USC Hospitality and Campus Activities and is located at Parkside Apartments (PKS) #135, 3730 S. McClintock Ave. Hours: Tuesday: 3:30 – 6:30 pm and Wednesday & Friday: 10:00 am– 1:00 pm. <https://campusactivities.usc.edu/hours-of-operation-location/>

#### KORTSCHAK CENTER FOR LEARNING AND CREATIVITY

The USC Kortschak Center offers academic coaching, workshops, study strategies & time management plans for all students wanting to improve their academic skills. This can be really key if you want to learn how to organize your practice, learn new study skills or just get help to make you a more effective learner during your time at USC. The Center is located at Student Union, Room 311 or you can go to their website to make an appointment: [kortschakcenter.usc.edu](http://kortschakcenter.usc.edu)

#### ROSKI ADMISSIONS INFORMATION

For information and an application to become a Roski minor, please visit <http://roski.usc.edu/minors/> or contact the advisement office at 213-740-7567 with any questions. To become a Roski major, please visit [http://roski.usc.edu/undergraduate\\_programs/](http://roski.usc.edu/undergraduate_programs/) or contact Antonio Bartolome, [anbartol@usc.edu](mailto:anbartol@usc.edu), 213-740-9153 with any questions about majoring in FA. Applications are due October 1st and March 1st every year.

Behavior Violating University Standards:

<https://policy.usc.edu/scampus-part-b/>

11.12 (section B&C)

B. Distribution or use of notes or recordings based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study. This includes, but is not limited to, providing materials for distribution by services publishing class notes. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the Internet or via any other media. (See Section C.1 Class Notes Policy).

C. Recording a university class without the express permission of the instructor and announcement to the class. Recording can inhibit future free discussion and thus infringe on the academic freedom of other students as well as the instructor.

**SUPPLY LIST:**

Sketchbook/ journal

Bristol paper pad, 14"x17" (smooth)

Drawing pad, 11"x14"

12 - Illustration board, black 10"x14"

Tracing paper, 12" roll or 14"x17" pad

Winsor Newton Designer Acrylic

    Jet black (lg tube)

    Permanent white (lg tube)

    Primary: red, blue, yellow (3 tubes each)

Paint brushes: soft synthetic, flat 1"

3 - 2oz re-sealable paint containers

Palette for mixing paint: flat glass/plexi is best (no egg crates!)

Palette knife

2- Eyedroppers

Towel/rags/old t-shirt

2 - Water containers, large

Scissors

X-acto knife, #11 blades

Utility knife

Archival paper cement

Rubber cement pick-up eraser

Double sided tape, permanent

Artist tape, med tack, white

Cutting mat, 14"x17" or larger

T square, 24", marked with inches

Various drawing supplies:

    Pencils, various

    Sharpener

Pens (microns & sharpies)

Eraser

Ruler

Portfolio/carrying case for projects

Artbin or tackle box

REQUIRED:

Colored Pencils