



School District of Marshfield

Course Syllabus

Course Name: Applied Art and Design

Length of Course: Semester

Credits: ½ Credit

Course Description:

Students will be introduced to the rigor and highly applicable world of design. Investigations will include typeface, composition, color, application to packaging. In this course students will learn gestalt (theory of unity) principles and apply them to traditional artistic media. This class is for those who may be interested in careers such as Interior, Graphic, Multimedia/Web, or Industrial Design. Photoshop and Illustrator will be used along with presentation mediums. This class will conclude with limited investigations of architectural and 3-D modeling in digital forms.

Learning Targets:

- Understand the elements and principles of Art and Design
- Understand the history and development of Graphic Design
- Understand the history and development of Industrial Design
- Understand the history and development of Architectural Design
- Understand Gestalt Principles proposed by Gestalt Theoreticians
- Apply and synthesize knowledge to create examples of all Gestalt theories with Adobe Illustrator
- Learn and practice color theory through color development basic color juxtapositions
- Understand the subtlety of color choice for desired effects
- Design and create an attractive and unified packaging design
- Study and experiment with relationships between typeface and image
- Design and develop expressive typeface
- Develop personal identity typeface
- Design work that expresses clear continuity
- Concept driven product package, including typeface, package form, color and unity considerations
- Construction of physical portfolio of printed design
- Perform under pressure of deadlines and needs of clients
- Understand the importance of Design in our contemporary world
- Understand how to professionally display works of Design
- Experiment with architectural modeling and 3-D modeling software

Detailed Topic/Content Outline-Units and Themes:

1. Gestalt Theory Project (3 weeks)

- A. Illustrator introduction and vector drawing practice with pathfinder functions (Project)
 - B. Presentation Techniques
 - a. Bleed cuts
 - b. Effective Razor use
 - c. Effective adhesion practices
 - C. Unification discussion
 - a. Lecture and question section on Gestalt perception
 - D. Gestalt principles application to cut outs (Project)
 - a. Emergence
 - b. Similarity
 - c. Continuation
 - d. Closure
 - e. Proximity
 - f. Figure/Ground Relationship (Summative)
- 2. Color Theory (Project)
 - A. Johannes Itten
 - B. Notan Inspired Figure Ground
- 3. DESIGN HISTORY (1 week)
 - A. Graphic Design
 - a. Apply Elements and Principles of Design
 - b. Understand "selling" aspects
 - c. How do designers communicate Visually
 - d. Aesthetic inspirations
 - B. Industrial Design
 - a. Apply Elements and Principles of Design
 - b. Understand "selling" aspects
 - c. How do designers communicate Visually
 - d. Theories of use versus aesthetics (form vs. function)
 - C. Architectural Design
 - a. Apply Elements and Principles of Design
 - b. Understand "selling" aspects
 - c. How do designers communicate Visually
 - d. Theories of space and use
 - e. Aesthetic inspirations
- 4. Design Projects (6 weeks)
 - A. Typography
 - a. Typeface foundations (project)
 - a. Forms
 - b. Outlining and Pen Tool Dynamics
 - b. Typeface as design and communication

1. Robert Indiana
2. Barbara Kruger
 - a. Teaching Aid Assignment (project)
 - i. List of Artists
 - ii. Letterform Study
 - c. Identity Typeface (project)
 1. Concept based
 2. Application of Gestalt Principle
- B. Industrial Design (4 weeks)
 - a. Ideation and research
 1. Designate target audience and triggers
 2. Form as it follows Product needs
 - b. Graphic Design of entire package,
 1. Themed, Unified
- C. Print Portfolio Production (2 weeks)
 - a. Format Considerations
 - b. Clarity of communication
 - c. Artist Statement
 - d. Application of all previous Skills (project)
- D. Experimentation of various programs (2 weeks)
 - a. Architectural Design practice (project)
 1. Placing
 2. Flow
 3. Use
 - b. 3-D modeling (project)
 1. Simple forms and divisions
 2. Use of modeling tools
 3. Finished color of form