

AD111

Communication in Art + Design | Traditional Media

INSTRUCTORS: Donna Conklin

COURSE STRUCTURE: Credits: 3 // Delivery Mode: Synchronous & In-person
Sections 004/Conklin Weds: 8:30- 12:50

Office Hours: Available online at student's request.

Class time will be divided between lectures, discussions, in-class assignments and reviews. Work will be expected outside of required class time based upon assignment expectations. All students are expected to participate in class discussions and to initiate ideas and effort beyond the minimum requirements.

COURSE DESCRIPTION: This course introduces students to, and develops skills in, the use of *representational drawing, sketching, and model making* as tools for effective communication in design. The class explores issues of *line, value, composition, structure, proportion, scale, and craft* by looking at a variety of subjects such as object still life, the human figure, and landscape. By developing hand-eye coordination, students will learn to observe, analyze, and record what they see through both direct observation and conceptual diagramming and to develop an awareness of form and three-dimensional space.

REQUIRED TEXTS: Ching, Francis D.K. *Design Drawing*

Additional texts, articles, podcasts, and readings may be assigned throughout the semester as they pertain to issues critical in the development of the project at the time. As always, individual initiative is expected from each student to seek out readings and sources for inspiration, insight, and guidance.

COURSE OBJECTIVES: In order to be prepared for discipline-specific coursework in each of the undergraduate programs in the School of Art + Design, this course instructs students to:

- understand basic design principles with an emphasis on two- and three-dimensional representation
- acquire the ability to apply these principles to a specific aesthetic, functional, and conceptual intent.
- gain skill in the use of drawing media and the ability to translate observation to image.
- gain knowledge and skills in the use of basic tools, techniques, technologies, and processes sufficient to work from concept to finished product.
- have an understanding of the possibilities and limitations of various materials.
- be able to develop solutions to aesthetic and design problems.
- be comfortable with an iterative creative process, as well as presenting work for, and participating in, individual and group critiques.

CLASS GUIDELINES

1 ATTENDANCE: You are expected to attend every class unless there is an acceptable excuse (see below). You are expected to be present for the entire duration of the class whether in-person or remote. If you arrive (or log in) late or leave early without prior approval of your instructor, you will be considered absent. Anyone arriving after 30 minutes from the start of class will be marked absent. The NJIT attendance policy is as follows:

After three absences students may be docked one full grade. Four absences is an automatic fail. (i.e., if the final grade would have been an 'A', it results in a 'B'. A 'B+' becomes a 'C+' and so on. After a 4th absence, students will not be permitted to return to class without permission from both the instructor and class coordinator. Additionally, one absence will be recorded for every three late arrivals to class. A late arrival is defined as arriving to class 10 minutes or more after the start. If you miss a class, you are responsible for the material and directions covered.

NOTE: Any extenuating circumstances as to a student's ability to access the digital resources necessary to meet online MUST be communicated to your instructor as early as possible.

Acceptable Absences:

Documented Medical Excuse

Any illness/accident/medical reason for not attending class **MUST** be documented by a medical professional/practitioner and submitted to the Office of the Dean of Students within two weeks. Once the absence has been verified the DOS will confirm for your instructor and it will be at the professor's discretion to provide any accommodation. It is the student's responsibility to follow up with your instructor.

Religious Observation

Students must inform their instructor **prior** to class that they will miss a session (or more) due to religious observance. Students are permitted to observe religious holidays of one *and only one* religion per semester.

2 ASSIGNED WORK: All assigned work must be submitted to Canvas at the scheduled due date and time. Late work may be accepted in some cases and will be assessed a reduction in grade at 0.5 points/hour that it is submitted late.

3 DIGITAL TECHNOLOGY: It is well recognized that digital technology devices (cell phones, personal digital assistants, laptops, etc.) are a ubiquitous and necessary accessory to student life. It is expected, however, that these devices will be used exclusively for educational purposes during class time as authorized by your instructor for the purpose of specific classroom instruction. Instructors reserve the right to limit access and/or to ask students to leave class if their application for personal use inhibits the effectiveness of either individual or class learning.

4 STUDENT ACCOMMODATIONS

All reasonable efforts will be made to accommodate a student with a temporary disability (e.g., broken arm, protracted illness, etc.) as long as the student is responsible for communicating with their instructor about the issue and for cooperating in its resolution. Students with more permanent physical or learning disabilities must provide documented requests for accommodation to their instructor *at the beginning of the semester* (or as soon as the disability is diagnosed and documented). Students should contact the Disability Office (<http://www.njit.edu/counseling/services/disabilities.php>) for further information and instruction for obtaining medical and/or psychological disability documentation.

ACADEMIC CONDUCT & HONESTY

Each student is responsible for reading and conducting themselves within the parameters of the *NJIT University Code on Academic Integrity*. Please refer to the NJIT website for the complete text of the policy: <http://www.njit.edu/education/pdf/academic-integrity-code.pdf>

Students should also familiarize themselves with the following document that outlines best practices for maintaining academic integrity: <http://www.njit.edu/education/pdf/academic-integrity-code.pdf>

If you have questions of interpretation in this class, please see your studio instructor for clarification. We welcome a discussion of our expectations.

GRADES

Your grade for the semester will be based upon the following:

85% Assignments 1 – 7

There will be 7 graded assignments throughout the semester, some of which may have more than one drawing/exercise associated with it. Each will be weighted according to the following percentages:

Assignment 1 5%

Assignment 2-3 20% (10% each)

Assignment 4-7 60% (15% each)

Assignment topics are noted in the accompanying schedule, however detailed descriptions will be handed out at the beginning of each project.

10% Competition

Students will participate in a self-directed design competition that will incorporate concepts and skills learned throughout the semester in both AD111 and AD112. Participation in the end-of-semester competition is mandatory and students who do not submit an entry will receive an *'Incomplete'* for the semester.

5% Sketchbook

Students are expected to keep a sketchbook to record thoughts, ideas, observations, sketches and supplementary drawing exercises required of your instructor throughout the semester. As future designers, this will be a regular accoutrement to the other tools used in the design process and practice. While you will undoubtedly develop a preference for the size and style of a sketchbook that works best for you, in this class it must be a minimum size of 9x12". Its purpose is to provide a natural and unselfconscious place to practice and enjoy the spontaneous act of drawing. Therefore, it will be turned in at the end of the semester and assessed on the breadth, expansiveness, and integrity of drawing exploration.

GRADING CRITERIA

The guidelines for assignment/project grading are as follows. These guidelines will be used by your instructor to evaluate your work. Please familiarize yourself with these standards and discuss any questions with your instructor.

A+	100	Superior
A/A+	98	
A	96	
A/A-	94	
A-	92	

Student learning and accomplishment far exceeds published objectives for its competency and/or innovation.

A-/B+	90	Excellent
B+	89	
B/B+	87	
B	85	Very Good
B/B-	83	
B-	81	

Student learning and accomplishment goes beyond what is expected in the published objectives for the course/test/assignment and student work is frequently characterized by its special depth of understanding, development and/or innovative experimentation.

B-/C+	80	Good
C+	79	
C+/C	77	
C	75	Acceptable
C/C-	73	
C-	71	

Student learning and accomplishment meets all published objectives for the course/test/assignment and student work demonstrates the expected level of understanding and application of concepts introduced.

D	65	Minimum
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Student learning and accomplishment based on the published objectives for the course/project/test were met with minimum passing achievement.

F	<60	Inadequate
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Student learning and accomplishment based on the published objectives for the course/test/assignment were not sufficiently addressed nor met.