

Spring 2020

AD 111-004: Communication in Art + Design - Traditional Media (Revised for Remote Learning)

Jose Alcala

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REVISED SYLLABUS & SCHEDULE FOR REMOTE LEARNING

Spring 2020

Please note the following modifications to the syllabus and schedule due to “stay at home” orders put in place by the State of New Jersey to protect the health, safety, and welfare of the NJIT academic community.

AD111

Communication in Art + Design | Traditional Media

INSTRUCTORS: Jose Alcalá / David Brothers / Ana Peñalba / Sophia Sobers

COURSE STRUCTURE: Credits – 3

Sections 002/004/006 Monday 8:30-11:20 | Wednesday 8:30-11:20 Alcalá / Brothers

Sections 008/010 Tuesday 8:30-11:20 | Thursday 8:30-11:20 Peñalba / Sobers

Office Hours: Available online at students’ 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 all undergraduate programs in the School of Art + Design, students should:

- 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 in class for the entire duration of the class. If you arrive late or leave early without prior approval of your instructor, you will be considered absent. An attendance sheet will be circulated at the beginning of each class. You are responsible for signing the sheet. If you miss a class, you are responsible for the material and directions covered. The NJIT attendance policy is as follows: ***After three absences students may be docked one-half grade for each subsequent unexcused absence.*** (i.e., if the final grade would have been an 'A', it results in a 'B+'. A 'B+' becomes a 'B' and so on. There is a one-half grade penalty for EACH absence after the third) and 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 15 minutes or more after the start.

NOTE: *Anyone arriving after 30 minutes from the start of class will be marked absent.*

Acceptable Absences:

Documented Illness

Documentation of an illness is accomplished in one of two ways; (1) personal observation by the instructor and (2) written excuse by a medical professional/practitioner who is *not* a family member of the student.

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.

NOTE: As of Monday, March 23, attendance is contingent upon regular participation in remote online meetings during class hours as coordinated by your instructor. 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.

2 ASSIGNED WORK: Work is due as scheduled on the Syllabus or assigned by your instructor. Late work will be accepted at the discretion of the instructor but will be dropped in grade.

3 DIGITAL TECHNOLOGY: *Cell phones and all PDA devices* are not permitted to be used in class to send or receive messages. If your phone disturbs the class you may be asked to leave and assigned an absence for that day.

Laptop computers are to be used exclusively for note taking and CAD. Under no circumstances are students permitted to use email, instant messaging, web surfing, or video/audio streaming during studio unless expressly authorized by the instructor for the purpose of specific classroom instruction.

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 10% of your final grade. Assignment topics are noted in the schedule below however, detailed descriptions will be handed out at the beginning of each project.

Exercise 1	5%
Exercises 2-5	40% (10% each)
Exercises 6-7	20% (10% each)
Exercises 6-7	20%

10% Competition

Participation in the end-of-semester competition is mandatory

5% Sketchbook / Online Process Work

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 classes have moved online, students are required to upload images of all process work that is done in the sketchbook. These images will replace the previous requirement of submitting the physical sketchbook for assessment.*

GRADING CRITERIA

The Institute guidelines for 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** Superior (4.0)
Student learning and accomplishment far exceeds published objectives for its competency and/or innovation.
- B+** Excellent (3.5)
B Very Good (3.0)
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.
- C+** Good (2.5)
C Acceptable (2.0)
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** Minimum (1.0)
Student learning and accomplishment based on the published objectives for the course/project/test were met with minimum passing achievement.
- F** Inadequate (0.0)
Student learning and accomplishment based on the published objectives for the course/test/assignment were not sufficiently addressed nor met.

NOTE: Changes to the final grading policies for Spring 2020 due to the temporary measures mandated by the institute can be found here: *The Special Final Grading Policy*
<https://www5.njit.edu/provost/sites/provost/files/Special%20Final%20Grading%20Policy%20Provisions%20for%20Spring%202020.pdf>