

STDA 110 OBSERVATION AND ILLUSION

DAYS: M/W TIME: 8:30 - 11:15a.m. LOCATION: Brandenburg Studios

INSTRUCTORS: Robert Farber/Vicky Randall

OFFICE : by Appointment or email: rfarber@c.ringling.edu, vrandall@c.ringling.edu

Web Sites:

STDA 110: BLOG: <http://stda110farberrandall.blogspot.com/>

Robert Farber: <http://webpace.ringling.edu/~rfarber>

Vicky Randall: <http://vickyrandall.com/home.htm>

COURSE DESCRIPTION: *STDA 110* Integrated Studio: Observation and Illusion (Fall Semester) is the first of a set of two sequential, consecutive courses that introduce students to the formal, conceptual, and research tools they need to create unique and powerful works of contemporary art, film, and photography. Using an intensive approach that integrates 2D and 3D media, and threaded with/supported by liberal arts and writing courses and studio arts workshops, students work critically through formal and conceptual problems while learning the basic elements and principles of 2D and 3D visual design, approaches to spatial perception, color theory, and drawing. This 3 credit course, combined with the studio arts workshops, is equivalent to the material provided in traditional 2D, 3D and beginning drawing courses.

Required/Recommended Readings(s):**Project I: What is Art?**

"Six Perspectives for Analyzing any Image", Paul Lester

"Puzzles about Art: An Aesthetics Casebook" Margaret P. Battin, John Fisher, Ronald Moore, Anita Silvers

Visual Communication; Paul Lester

Project II: What is Perception?

Secret Knowledge, David Hockney

"How to Use Your Eyes", James Elkins

"Principles of Visual Perception", Chapter 1 – *Mind and Meaning*, Carolyn Bloomer

Project III: What is Color?

"The Primary Colors: Three Essays", Alexander Theroux

"Principles of Visual Perception" Chapter 5 – *Color*, Carolyn Bloomer

Goals of the Course: Students will begin to develop an understanding of the theory and contemporary context in which their work is created. Students will also begin to develop an individual creative process and professional studio practice that will facilitate the creation of work that reflects each student's unique set of conceptual/aesthetic criteria.

Key Concepts:

2/3D Design Principles

Color Theory

Art as Communication

Research and Development

Creative Process

Contemporary Theory

Artistic Responsibility

NO Excuses

Work Expectations: Students will be required to successfully complete three primary projects during the Fall 2011 semester. Each project will include, but not be limited to: preliminary research, critical/formal writing, sketches, visual concepts, maquettes/3D studies, blog entries, assigned readings, visual resource materials, digital images, documentation and final presentation of completed projects.

Conceptual Skills: Students will be expected to develop the formal, conceptual framework as well as the contemporary/historical context for the work created during the semester.

Student Learning Outcomes: Students will become familiar with and develop basic skills in a number of art or design techniques. Students will begin to make valid assessments of quality and effectiveness in design projects and works of art, especially their own. Students will continue to practice in creating, interpreting, presenting, analyzing, and evaluating visual art and design.

RCAD Student Learning Outcomes Regardless of Major

SLO 1 - Creative

The ability to analyze, interpret, and evaluate works of art/design

SLO 2 - Thoughtful

The ability to use creative thinking skills

The ability to use critical thinking skills

The ability to use conceptual thinking skills

SLO 3 - Communicative

The ability to be visually communicative

SLO 5 - Engaged

The ability to demonstrate personal and social responsibility skills

NASAD Learning Outcomes:

Understanding of basic design principles, concepts, media, and formats.

Ability to synthesize the use of drawing, two-dimensional design, three-dimensional design, and color. The ability to respect, understand, and evaluate work in a variety of disciplines.

The capacity to explain and defend one's views effectively and rationally.

Manual Skills: Students will create and recognize the expressive qualities/possibilities of creating visual images and objects. Students will also develop a sensitivity and working knowledge of various media and technology. An introductory level of manual drawing, 2D/3D design, photography and understanding of a variety of media/technology will be achieved by the completion of the course.

Vocabulary: The development of an introduction to a critical vocabulary for the formal analysis of visual image(s), objects and media that will be reinforced through written assignments, individual discussions and group critiques.

Communication Skills: Students will be expected to successfully articulate the basis for ideas and concepts as they relate to all drawings, images and personal iconography. Students will also be expected to analyze and constructively critique peers' work with respect to the formal and conceptual aspects of the work.

BUSINESS:

Workload: An average of (9) nine hours per week of studio time will be needed to successfully complete the assignments for this course. Six (6) hours of studio time will be attending class per week and three (3) hours of studio time outside of class time will be needed for work on outside assignments. This recommendation represents a minimum number of studio hours required to successfully complete the coursework.

Course Calendar:

- M 08/22/11 Introduction
- M 09/05/11 Labor Day, No Class
- M** 09/19/11 **CRITIQUE I**; What is Art?
- M 09/26/11 Five Week Grades S/U
- W** 10/12/11 Mid-Term
- M** 10/21/11 **CRITIQUE II**; What is Perception?
- W-S 10/23-10/27/11 Thanksgiving Break, No Class
- M** 12/05/11 **CRITIQUE III**; What is Color?
- S 12/10/11 Fall Semester Ends

Journal Requirement: There WILL be a journal required for STDA 110 for the FALL 2011 semester. The minimum size requirement for the journal is 6" x 9" or larger.

Blog Requirement; Each student will be required to create and maintain an individual blog for STDA110 for the Fall 2011 semester. Students will be required to make weekly blog entries and upload images, objects, video clips to their blog over the course of the semester.

Grading Policy: Each project will receive an individual letter grade and evaluation form. A final summation grade will be derived from the three projects created during the semester. A student may request an individual review of their work at anytime prior to the last week of the semester.

Journal:10%

Blog: 15%

In Class Work/Critiques/Readings/Project Submissions: 75%

Attendance: Variable %

Additional factors, which influence the final grade, are: attendance, course preparedness participation and attendance at Critiques.

Attendance:

Attendance is mandatory.

You are expected to be on time for class, to be prepared with all necessary materials, to work constructively, and to stay the duration of the class time. Students are allowed two absences per semester. At **three** absences the semester grade will be **dropped one full letter grade**. **Four absences** will result in a **drop of two full letter grades**. **With five absences** a student will receive an **'F' for the semester**.

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Attendance:

Students arriving late to class or leaving early will be given a half-absence. Two half absences will equal one absence. It is the domain of the faculty member to determine what constitutes late arrival, early departure, and absence. The occurrence of breaks during the class is at the sole discretion of the individual faculty member.

Academic Assistance: Ringling College of Art and Design makes reasonable accommodations for qualified people with documented disabilities. If you have a learning disability, a chronic illness, or a physical or psychiatric disability that may have some impact on your work for this class and for which you may need accommodations, please notify the Director of the Academic Resource Center (Goldstein 3; 359-7627) PREFERABLY before the end of the drop/add period so that appropriate adjustments can be made.

Health and Safety:

Ringling College of Art and Design is committed to providing students, faculty, and staff with a safe and healthful learning and work environment and to comply with all applicable safety laws and regulations and safe work practices.

Purpose of the Syllabus: The purpose of the syllabus is to inform students of goals, activities and specific policies of the class, as well as the student's responsibilities in the learning process. It is the responsibility of the instructor to communicate this information to students at the beginning of the semester. Since a faculty member develops a syllabus before the semester begins, it is considered a planning document and is subject to revisions based on the judgment of the instructor. It is the responsibility of a student to fully understand the requirements of the course after such information is presented by the faculty member.