

Fall 2015

## FTA 1110

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**Course Outline**  
**FTCA 1110 – Section 002**  
**Basic Visual Design**  
**3:30-4:45 pm Tuesday and Thursday**  
**MH 316**  
**Fall Semester, 2015**

August	20– Introduction to the Course 25– The Nature of Visual Communication 27 – Line
September	1 – Line (in class drawing assignment) 3 – Shape 8– Shape (in class drawing assignment) 10 –Value 15- Value (in class drawing assignment) 17– Texture 22 – Texture (in class drawing assignment) 24 - Color 29 – Color (in class drawing assignment)
October	1 – Form 6 – Form (in class drawing assignment) 8 – <b>MID TERM EXAM</b> 13 – Major Design project #1 Assigned 15-22 – Design project #1 Workshops (in class) 27 – Design Project #1 due 29 – Design Project #2 Assigned
November	3-10 – Design Project #2 Workshops (in class) 12 – Design Project #2 due 17 – Design Project #3 Assigned 19-December 1 – Design Project #3 Workshops (in class) 26-Thanksgiving Day (no class) 3-Design Project #3 due
December	8 – Final Exam – 3:00-5:00 pm

**Purpose of the Course:**

To introduce the student to the basic principles of design and the principles of composition along with their practical application to various uses in the media arts. Emphasis is placed on the syntax of visual communications. Students will become familiar with some of the designer's tools and materials.

**Course Requirements and Grading Balance:**

The various assignments, exams and projects will include 6 in-class drawing assignments, 2 exams and 3 major design projects. Attendance is mandatory and counts as 15% of the final grade. Exams (mid-term and final) will count as 35% of the final grade with the remaining 50% being determined by the design projects.

**Textbook:**

None

**Class materials and supplies:**

Each student will be required to provide the following course materials and supplies:

- 1 pad of drawing paper 11" x 14"
- 2 or 3 sheets of watercolor paper
- 1 T-square with at least a 24" leg
- 1 30-60-90 degree triangle
- 1 #10 round red sable watercolor brush
- 1 set of tube water colors (12-18 colors)
- Several #2 pencils (other drawing pencils, if desired)
- 1 pink pearl eraser
- 1 art gum eraser
- 1 roll of drafting tape (or masking tape)
- 1 12" ruler

**Student Learning Objectives:**

Upon completion of this course the student will:

1. understand the syntax of visual communication and the various applications
2. Learn and become proficient with various applications in designing visual communication pieces.
3. Understand the role of visual communication in the overall media arts fields.

**Academic Dishonesty:**

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the UNO Judicial Code for further information. The code is available at: <http://www.uno.edu/student-affairs-enrollment-management/documents/academic-dishonesty-policy-rev2014.pdf>

**Classroom Conduct:**

Be in class on time. Please do not come five, ten or twenty minutes late. Do not get up and leave the classroom while class is in session. Distracting interruptions are inconsiderate, disrespectful, and wasteful of time. There is no excuse for repeatedly arriving late. Parking is often a hassle; allow enough time for it.

Students are expected to treat faculty and fellow students with respect. Any actions that purposefully and maliciously distract from the class from the work at hand will not be allowed. This course will include an abundance of subjective opinion and thoughts concerning your work and the work of others. Please respect and recognize every person's right to their evaluative opinion concerning class projects. I guarantee to

each student an environment of mutual respect, constructive criticism and an atmosphere for growth and learning. Your contribution in reaching this goal is extremely important.

Civility in the classroom and respect for the opinions of others is very important in an academic environment. It is likely that you may not agree with everything that is said or discussed in the classroom. Courteous behavior and responses are expected.

**Class Attendance:**

Attendance is required of all courses numbered through 2999 at UNO. If you cannot attend class for some reason, call or e-mail the instructor or departmental secretary and explain why. I am sensitive to “life’s problems” and hence I reserve the right to consider extenuating circumstances in administering the attendance policy. Attendance will be taken at the beginning of each class session. If you are not present at the time role is taken, you will be counted absent, even if you arrive later. Attendance will be calculated in your final grade.

**Accommodations for Students with Disabilities:**

Students who qualify for services will receive the academic modifications for which they are legally entitled. It is the responsibility of the student to register with the Office of Disability Services each semester and follow the procedures for obtaining assistance.

**Miscellaneous:**

This class will only use “Moodle” occasionally, primarily as a communication device. Please make sure you can access Moodle early in the semester. Please report any problems in accessing Moodle to the instructor.

Do not arrive late for class; it is better to be 15 minutes early than 5 minutes late. Often the most important information pertaining to the class session will be presented at the beginning of the session. If you are late, the information must be repeated and this is unfair and disrespectful of your peers.

Please turn off all cell phones, beepers and pagers before entering class. Use of these devices is strictly prohibited during class. Further, it is disruptive and disrespectful to all when these devices ring, chime or play a Sonata in B flat.

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