

COURSE CONTENT

Course Code	DA2002
Course Title	Thinking and Communicating Visually II
Pre-requisites	DA1000 Thinking and Communicating Visually I
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

In this introductory, practice-based workshop course, you will explore the fundamental aspects of two-dimensional design and colour theory. The main emphasis will be on developing an understanding of the visual language of design through paper-based experimentation with a range of techniques. You will learn about visual elements of design, principles of visual organization and composition planning. Analytical and critical thinking skills will be developed through lectures, workshops, making and critique sessions. This course provides foundation skills for further visual communication study.

Intended Learning Outcomes (ILO)

Upon successful completion of the course the student will be able to:

1. Identify the construction of a visual composition through the relationships between the elements of art and design.
2. Develop strategies and concepts using principles of design and colour theory.
3. Apply practical hand-based skills using diverse media to produce a work of art.
4. Present and communicate a variety of strategies to evaluate creative problem-solving process to arrive at a final artwork.
5. Evaluate and critique works of art during presentations/critique sessions by using art terminology.

Course Content

The course is conducted in a studio classroom. You will work in a shared interactive space, with continual contact with the instructor, who will provide frequent discussion and critique. You will contribute to group presentations and critiques.

You will begin with learning design and colour theory, and by the end of the course you will have experienced several different 2D making processes.

Course content includes:

Introduction to the Principals of Design:

Identifying design elements: Emphasis, Harmony,
Unity, Opposition, Balance, Variety, Depth, Repetition, over lapping, importance
of negative space
Dominance, Sequential hierarchy in design.

Introduction to Colour Theory

Colour Harmonies and Colour Schemes
Colour wheel, Joseph Albers, Matisse

Creating space/depth with colour

Atmospheric perspective, cool and warm colours

Introduction to the Properties of Light

The relationship between light and colour and light and emotion Light and composition, night light

Introduction to Printmaking

Lino-cut

Etching

Introduction to water-based Painting

Gouche

Watercolours

Acrylic