Administrative Unit: Art Department

Course Prefix and Number: ARTS 101

Course Title: Art Principles

Number of Credit Hours: 3
Lecture Hours: 6
Laboratory Hours: 6

Catalog Description: This course is an introduction to the principles behind all visual communication production. It is a traditional academic drawing course with introductions to design and media application.

Prerequisite(s)/Corequisite(s): None.

Text(s): Textbook listed is not necessarily the textbook used in the course.

Most current edition of:


Course Objectives:
- To examine the vocabulary and skill sets needed in academic drawing.
- To explore media and its use in academic drawing.
- To explore the application of design theory to the three levels of visual communication.
- To produce and professionally present an academic drawing.

Measurable Learning Outcomes:
- Demonstrate the production of imagery related to the three ranges of visual communication levels.
- Demonstrate the use of the five monocular clues and their function in the academic drawing process.
- Demonstrate the use of linear perspective.
- Demonstrate the use of chiaroscuro in creating the illusion of mass and space.
- Demonstrate the use of surface rendering.
- Demonstrate the use of media and its impact on the academic drawing process.
- Demonstrate the application of the design elements and principles and their relationships to the academic, abstract and non-objective image.
- Demonstrate the accepted procedures and processes used in the production of all forms of visual communication.
- Demonstrate a synthesis of all the Measurable Learning Outcomes covered.
- Demonstrate the procedures for professional presentations of artistic creations.
Topical Outline (major areas of coverage):

• Artistic creations and the three visual communication levels.
• The five monocular clues and the academic image.
• Linear perspective, the foundation for all academic drawing.
• Chiaroscuro and the illusion of mass and space.
• Surfaces, why does it look shiny?
• Media: drawing is drawing only the media changes its application.
• Elements and principles of design, the keys to effective visual communication.
• Putting it all together: thumbnails, value studies, color studies, execution.
• Presentation, do it the right way.

Recommended maximum class size for this course: 20

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

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Name Signature

Date: January 21, 2005

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.